

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

University of Southern California)	Opposition No.: 125,615
)	
Opposer,)	Serial No.: 75/358,031
)	
vs.)	Mark: "SC" (Stylized)
)	
University of South Carolina,)	
)	
Applicant.)	



11-19-2003
U.S. Patent & TMOtc/TM Mail Rcpt Dt. #22

APPLICANT'S RESPONSE TO OPPOSER'S MOTION FOR SUMMARY JUDGMENT

The applicant, University of South Carolina ("South Carolina"), hereby submits its response to the Motion for Summary Judgment recently filed by the Opposer, University of Southern California ("California").

INTRODUCTION

There are only 26 letters in the alphabet, yet there are over 300 schools which use acronyms in some form or fashion as abbreviations. Thus, the concurrent use of similar letter combinations by wholly separate educational institutions is both a necessary and inevitable predicament throughout the country. This Board is now confronted with a dispute between California and South Carolina, two schools who utilize the letters "SC" in connection with their operations.

Among other reasons, employing only common sense, this Board should find that there is no likelihood of confusion. The trademarks and the goods at issue are undeniably marketed to fans (thusly named because they are "ardent devotees" of the two Universities). Because of such devotion, these fans are simply not likely to be confused when viewing the prospective

trademarks. From a legal basis, in determining whether a likelihood of confusion exists, the Board should not examine the marks in a vacuum. On the contrary, this Board must evaluate, in a light most favorable to South Carolina, the use of these marks in the actual marketplace to determine whether a likelihood of confusion exists. As discussed herein, when the marks at issue are viewed in that fashion under the relevant DuPont factors, it is obvious that there is no likelihood of confusion.

California's motion for summary judgment should be denied because it is premature and it requires factual determinations. Further, South Carolina would emphasize that California has refused to answer discovery which has been outstanding for more than a year. Based upon that refusal, South Carolina has filed a Motion to Compel. South Carolina anticipates that California's responses to that discovery would only enhance its grounds to illustrate the factual disputes that exist in this case.

LEGAL STANDARD

Summary Judgment Standard

In deciding a motion for summary judgment it must be determined whether there is a genuine issue of material fact and, if not, whether the moving party is entitled to judgment as a matter of law. Medical Protective Co. v. Watkins, 198 F.3d 100, 103 (3d Cir. 1999). In determining whether an issue of material fact exists, the evidence must be considered in the light most favorable to the nonmoving party. White v. Westinghouse Electric Company, 862 F.2d 56, 59 (3d Cir. 1988). As such, the court must accept the nonmovant's allegations as true and resolve any conflicts in its favor. Summary judgment is proper only where, viewed in the light most favorable to the nonmoving party, "the pleadings, depositions, answers to the interrogatories, and admissions on file, together with the affidavits, if any, show that there is no

genuine issue as to any material fact and that the moving party is entitled to judgment as a matter of law.” Fed.R.Civ.P. 56(c); Ross v. Communications Satellite Corp., 759 F.2d 355, 364 (4th Cir. 1985). The non-moving party is entitled to the most favorable inferences that may reasonably be drawn from the forecasted evidence. Ross, 759 F.2d at 364.

Likelihood of Confusion

A trademark owner may have grounds to oppose the registration of any mark that is “likely, when used on or in connection with the goods of the applicant, to cause confusion, or to cause mistake or to deceive.” 15 U.S.C. § 1052(d). The test applied by the TTAB to determine whether a likelihood of confusion exists does not focus on the abstract. Rather, the test evaluates objective evidence that the marks, when used in the marketplace, are likely to confuse the purchasing public about the source of the products. Kenner Parker Toys v. Rose Art Indus., 963 F.2d 350, 352 (Fed. Cir. 1992). In all Patent and Trademark Office proceedings under § 2(d) of the Lanham Act, the standard applied is the same likelihood of confusion rule applied in trademark infringement cases. Glenwood Laboratories Inc. v. AHP Corp., 59 CCPA 948, 455 F.2d 1384 (1972).

As an initial matter, it must be stated that likelihood of confusion is not particularly amenable to a determination at the summary judgment stage. Traditionally, the law has classified likelihood of confusion as an issue of fact. 3 McCarthy on Trademarks and Unfair Competition (3rd. ed.) § 23.22[1]. Along those lines, it has been stated that:

[T]he Court is called upon in such a suit to balance. . . equities and interests, which require it to consider various factors, including the identity or similarity of the names, the similarity of the businesses of the respective parties, the extent to which the name in dispute describes the business conducted by each, the degree to which confusion may be created in the mind of the public, and any possible bad faith on the part of the defendant. . . By their very nature some of these factors are so hazy and grayish in nature that a summary judgment cannot

be granted merely upon a perusal of affidavits, except in those rare instances where the facts are so black and white in nature that it can be stated unequivocally that there is no genuine issue as to any material fact and no issues to be resolved at a trial.

National Color Laboratories, Inc. v. Philip's Foto Co., Inc., 273 F.Supp. 1002, 1004, (S.D.N.Y. 1967).

As it will be shown, under the relevant legal standard, there is no likelihood of confusion between the California's mark and South Carolina's mark.

ARGUMENT AND AUTHORITIES

There are multiple factors set forth in the case of In re: E.I. DuPont de Nemours & Co., 476 F.2d 1357 (C.C.P.A. 1973) which will guide the Board in its determination of a likelihood of confusion. Although California has addressed only a minority of these DuPont factors, South Carolina will address each of the applicable factors. Such an analysis demonstrates that California's Motion for Summary Judgment should be denied.

1. Similarity of marks

As an initial matter, California claims that the marks at issue are identical.¹ However, this statement is an oversimplification. First, the color schemes of both schools are completely different. South Carolina's official colors are garnet and black while California uses cardinal and gold. See Exhibit A. As such, the color schemes which are most commonly, if not exclusively, utilized with the marks at issue are entirely dissimilar. Therefore, the marks are different and easily distinguishable on goods in the actual marketplace. Additionally, California asserts that the styles of the marks are confusingly similar. On the contrary,

¹ In its Motion, California raises its Registration No. 2,683,127 to reference its use of the "SC Interlock" mark. However, that Registration was neither cited nor pled in California's opposition.

California's stylized version of its mark is most often created with block letters while South Carolina's has both a skinnier and more rounded appearance.

Certainly, the marks have differing commercial connotations as well. Consumers who are familiar with school colors and the specific stylizations of each school's marks can view the marks side by side on apparel and immediately differentiate between the sources of the products. Further, as it will be shown *infra*, South Carolina and California are both well-known institutions and their respective marks possess a distinctive quality, especially among those who follow the schools. As such, South Carolina would dispute California's contention that the marks are similar.

2. Nature of goods and services/Channels of trade

In its brief, California indicates that South Carolina sells its products through exactly the same channels of trade as California. However, in light of the language contained in California's actual registration, this is an utterly false statement. The channels of trade to be compared in this case are *entirely* different. Both California and South Carolina have attempted to register their marks on products in International Class 25. However, in California's registration of goods bearing the "SC" word mark in International Class 25, the channel of trade is expressly limited to "*university controlled outlets.*" See Exhibit B.

This has a tremendous impact on this Board's overall "likelihood of confusion" analysis in this case. South Carolina sells absolutely no goods bearing its stylized "SC" mark to outlets which are *controlled* by the University of Southern California. In fact, to this point, California has not set forth *any* evidence identifying which outlets it actually controls. Until such evidence is put before this Board, it must be assumed under the deferential summary judgment standard that, based upon California's failure to submit such evidence, there would be

absolutely no overlapping of any trade channels in this case. Based upon such an assumption, none of California's goods bearing its registered mark in International Class 25 would intersect with any of South Carolina's goods bearing its stylized "SC" mark as these goods are passing through entirely different trade channels. Such a lack of concurrency in the marketplace substantially impacts any alleged confusion between the marks at issue.

Simply as an illustration of this point, in reviewing the website for the "Official Store of the University of Southern California," found at www.usctrojans.com (which is presumably a "university controlled outlet"), it is obvious that none of South Carolina's goods bearing its stylized mark are on sale at that location. See **Exhibit C**. Additionally, California's **Exhibits G, H, I, and J** to its own Motion for Summary Judgment (ostensibly submitted to demonstrate the overlapping sale of California and South Carolina's goods) have essentially become meaningless in light of California's limitation on its channels of trade. Specifically, websites for the sports apparel retailers Lids and Sports Authority, upon which California relies to demonstrate a likelihood of confusion in the aforementioned exhibits, are certainly not outlets which are *controlled* by the University of Southern California. As such, the goods contained within those Exhibits are not covered by the registration cited as a basis for California's opposition.

The trade channel limitation is a key aspect of this case and it cannot be ignored, especially at the summary judgment stage. It has specifically been held that limitations on channels of trade is a significant part of a likelihood of confusion evaluation and a showing of differing trade channels will tend to avoid a finding of likelihood of confusion. Golden Bear International v. Slater, 1996 TTAB LEXIS 509, *6 (TTAB 1996) ("The limitations or restrictions on Golden Bear's goods and trade channels are already incorporated directly into

the identification of goods, and their effect on the issue of likelihood of confusion can and must be considered and determined under the main clause of Section 2(d), in the context of normal ex parte or inter parties proceedings”).

Further reflecting the impact that the restriction on trade channels will have on a likelihood of confusion analysis, in a prior order issued *in this case*, it was stated by this Board that:

In this regard, we also note that each class of goods in opposer's registration is restricted to sale through "university authorized channels of trade" or "sold at university-controlled outlets." Such restrictions tend to suggest that prospective purchasers of opposer [California]'s SC-branded goods will likely know they are goods of the University of Southern California or "Southern Cal."

Order of Gerard Rogers p. 24 dated 7/31/03 (attached hereto as Exhibit D) ²

At a minimum, this limitation substantially weakens California's entire argument that there will be a likelihood of confusion because South Carolina's goods in International Class 25 which bear its applied-for mark should not pass through the same channels of trade as any of California's goods. In fact, despite any attempt to marginalize the issues relating to the channels of trade, this specific limitation is strong enough to allow South Carolina to prevail on the overall merits of this case. However, it should be without doubt that, taken in a light most

² To the extent that California attempts to rely upon its registration for goods in other classes in support of its argument for a likelihood of confusion, those goods are also expressly limited to "university authorized channels of trade." Again, because it has failed to respond to discovery to this point, it is impossible to decipher what constitutes a "university authorized channel of trade." To this point, California has provided absolutely no evidence of any licenses or authorizations to any outlets or "brick and mortar" retail stores, so there is no evidence before the TTAB to identify the channels of trade in which their goods travel. In the absence of such evidence, it is Carolina's position that the Board must infer that there are no expressly authorized channels of trade. Once again, at a minimum, the question of particular authorization to various stores raises a question of fact sufficient to defeat California's Motion for Summary Judgment.

favorably to South Carolina at this stage, the issue should defeat California's Motion for Summary Judgment.³

3. Conditions of Buyers

When the ultimate decision maker weighs the issue of likelihood of confusion, it is not a question of whether the decision maker would personally be confused, but whether the ordinary buyer in the marketplace would likely be confused. 3 McCarthy on Trademarks and Unfair Competition (3rd Ed.) § 23.26. In other words, it must be determined whether there would be confusion in the minds of an appreciable number of reasonably prudent buyers. Id. Such a reasonably prudent purchaser is both discerning and has reasonable intelligence and discrimination. Farm Service Inc. v. U.S. Steel, 149 USPQ 861 (Idaho 1966); Dell Publishing v. Stanley Publications, 128 USPQ 493 (N.Y. 1961).

California must show that such a person would be confused as to the source of goods bearing the marks at issue. Such a contention is absolutely ridiculous when even a minimal amount of common sense is applied. The schools involved in this proceeding are on different coasts, they play in different athletic conferences, they draw a majority of their students from different locations and their color schemes, mascot and nicknames are entirely dissimilar. It is also asserted that the most significant basis for purchases of goods bearing the marks at issue on goods created or licensed by these schools is predicated on a special allegiance or "rooting interest" to the Universities themselves. In short, the University of Southern California is not in the clothing business. Its products are sold with the letters "SC" applied as a secondary

³ This entire issue certainly begs the question as to why California voluntarily limited its potential channels of trade in registering its mark. As it will be discussed *infra*, the apparent cause of such a limitation was the potential for litigation against California threatened by Spelman College, another previous possessor of the "SC" word mark. In any event, the details and facts of California's decision to limit its trade channels as well as the impact of that decision certainly create an issue of fact sufficient to defeat California's Motion for Summary Judgment.

indicator of source. The overwhelming majority of purchasers of the products will be either South Carolina or California alumni or fans. If anything, this special allegiance should heighten the standard applied because the average fan will take much more care in choosing his/her school's apparel based upon their desire to exclusively support their chosen institution. See e.g. Societe Anonyme de La Grande Distillerie v. Julius Wile & Sons, 161 F.Supp. 545 (D.C.N.Y. 1958) (exercise of "personal taste" by purchasers of liqueurs was found to be a relevant consideration in a likelihood of confusion analysis).

California may believe that the average sports fan is not intelligent enough to differentiate goods bearing the marks at issue, but this Board must give the average sports fan in the marketplace at least a bit of credit. As one court has noted, "there must be some limits to the claimed asininity" of the buying public. Pocket Books Inc. v. Dell Publishing, 149 USPQ 466 (N.Y. Sup. Ct. 1966). In fact, it has been stated that sports fans "are generally sophisticated and knowledgeable of their sport; they read about their favorite teams in the sports pages or listen to sports reporting and commentary on television and radio." Harlem Wizards v. NBA Properties, 952 F.Supp. 1084, 1098 (D.N.J. 1997) (finding no likelihood of confusion between use of "Wizards" mark for separate basketball teams). Based upon this level of sophistication and interest, it should be undisputed that the average sports fan will not be confused when he or she sees these marks on goods in the marketplace.

Interestingly, despite California's fear of a rash of suddenly confused sports fans who may mistakenly purchase South Carolina's products if this registration issues, it has yet to point to a single episode of confusion between South Carolina and California's goods despite more than a century of coexistence of the two schools. If such confusion were likely, it would seem that at least one incident would have been recorded, especially since 1997, when both

marks began to be used concurrently. Further, as it will be shown *infra*, there are literally dozens of other colleges and universities which share similar, if not nearly identical, stylized versions of federally registered marks. Yet, to this point, there has been no public outcry or documented confusion among sports fans at these schools.

Some of California's own exhibits prove that there will be no real confusion as to the source of goods bearing these marks in the actual marketplace. California's **Exhibits G, H, I, and J** all demonstrate that average consumers would simply not be confused when confronted with goods bearing the marks in the marketplace. Specifically, those Exhibits show that South Carolina and California's goods are routinely sold on the Internet on totally separate web pages along with text explicitly identifying each University, thus there should be no real possibility of confusion as to source for any person who is literate. Additionally, even in "brick and mortar" retail stores, goods from each school bearing the mark will likely be sold alongside other products from that school containing additional identifiable characteristics such as the university's name, color scheme, or mascot. In fact, many of the goods bearing the marks will contain these extra identifying characteristics themselves to further differentiate the products.

Disregarding the foregoing "sports fan" standard for a moment, the limitation on the channels of trade explicit in California's registration also plays a significant role in a determination of the identity of the hypothetical average purchaser. Specifically, assuming, as this Board must, that all of California's goods in International Class 25 pass through "university controlled outlets", the class of purchasers to be examined is much narrower and the standard of care exercised by each is higher. Specifically, as the prior order in this case points out, the "restrictions [contained in California's registration] tend to suggest that prospective purchasers of [California]'s SC-branded goods will likely know they are goods of

the University of Southern California or “Southern Cal.” See **Exhibit D**. Purchasers who actively seek out university controlled outlets will be both more discerning and more sophisticated as they will likely include both extremely devout California fans along with retailers of university apparel.

The “condition of buyers” factor weighs heavily in South Carolina’s favor. However, for purposes of this motion, South Carolina would once again point out that the issues involved present a clearly factual dispute sufficient to defeat California’s Motion for Summary Judgment.

4. Fame of the prior mark

Not surprisingly, California believes that its mark is the most famous (although they cite no evidence to support their bald assertion). However, South Carolina would wholeheartedly disagree with that contention. The schools themselves, as the sources of products bearing the marks at issue, are both well-known institutions. Simply as brief examples, enrollment on all of South Carolina’s campuses totals over 37,307. See **Exhibits E** and **F**. Of these, 25,140 students are on the Columbia campus. Id. According to statistics taken from its official website, California’s enrollment is approximately 28,000. Id. South Carolina was founded in 1801. Id. California was founded in 1880. Id. Carolina has over 200,000 living alumni throughout the world. Id. Despite California’s prestigious top-10 BCS ranking for its football team as noted in California’s brief, it draws less fans per game than South Carolina. See **Exhibit G**. Therefore, at a minimum, it would appear that the relative fame of the schools themselves as sources of the products can be hotly debated.

Carolina’s use of the “SC” mark is also well-known. Carolina’s web address is www.sc.edu. In fact, entering the letters “SC” into the search engine Google returns multiple

references to the state of South Carolina and even the home page to the University of South Carolina, but it returns no immediate references to the University of Southern California. See **Exhibit H**. One may wonder why California did not plead its common law rights in its opposition. The answer is quite simple: Carolina has superior common law rights in the “SC” mark. Specifically, Carolina has used the “SC” mark for multiple decades in connection with its athletics teams.

South Carolina’s baseball team, which utilizes the exact stylized version of the mark at issue, has been to the College World Series the past two seasons. The team plays in front of thousands of fans and has appeared on both national and regional television multiple times over the past several years. South Carolina has spent thousands of dollars advertising this specific stylized mark on posters and schedules in connection with its baseball team. Each of these details demonstrates that, at a minimum, the relative famousness of each mark presents a clear factual question which will need to be examined further in the future.

5. Number and nature of similar marks in use on similar goods

Based upon the multiple other possessors of marks containing the letters “SC”, the “SC” mark is relatively weak. Whether a mark is classified as “strong” or “weak” is a very important element in deciding likelihood of confusion. 3 McCarthy on Trademarks and Unfair Competition (3rd ed.) § 23.15[6]. A portion of a mark may be weak if that portion is in common use by other sellers. Id.

There are currently at least 66 active registrations of the “SC” word mark (see copies of registrations of “SC” word mark attached hereto as **Exhibit I**). Further, there are other users of the “SC” word mark on goods in International Class 25. Simply as an example, ESPN widely markets products bearing the “SC” word mark (corresponding to its flagship

program SportsCenter) via the internet and at its ESPN Zone restaurant locations throughout the country. See **Exhibit J**. This widespread use of the “SC” word mark on other products suggests that the mark itself is relatively weak, which would indicate that California’s right to exclude others from its use based upon allegations of confusion is fruitless.

6. Nature and extent of actual confusion

To this point, there has been no evidence whatsoever submitted by California to demonstrate actual confusion. Based upon such an evidentiary omission, this Board can certainly infer that there has been no actual confusion. Great weight may be afforded to a showing of a lack of actual confusion in the past in a determination of likelihood of confusion in the future. Barre-National Inc. v. Barr Laboratories Inc., 773 F.Supp. 735 (D.N.J. 1991). “[W]hen the parties have made significant use of their respective designations. . .for a substantial period of time, the absence of any evidence of actual confusion may in some cases justify an inference that the actor’s use does not create a likelihood of confusion.” Restatement (Third) of Unfair Competition § 23. In the present case, there is an utter absence of evidence of confusion and such an absence undercuts California’s entire opposition proceeding.

7. The length of time during which there has been concurrent use without confusion

Without reciting its prior arguments, Carolina has been in existence since 1801 and California has been in existence since 1880. See **Exhibits E and F**. Carolina has used the “SC” word mark, or some stylized variation thereof, for almost 100 years. It cannot be disputed that Carolina has been using its stylized mark extensively since 1997 when it first applied for the registration at issue. However, despite all of these years of concurrent use, and

despite California's insistence that confusion of the marks is likely, there has not been any evidence of even one instance of actual confusion placed before the Board at this point.

Based upon California's multiple requests for extensions of time to oppose this registration, it cannot be disputed that they were certainly aware of South Carolina's use of this stylized mark. Indeed, it is likely that they have even been monitoring the marketplace in order to find any examples of confusion to strengthen their case. However, to this point, there is still no evidence of confusion. The use of allegedly similar marks for a substantial period of time with no confusion among consumers may create a presumption that there is little likelihood of confusion. Barre-National Inc., 773 F.Supp. at 744. The substantial length of time of concurrent use without confusion *strongly* weighs in Carolina's favor as it demonstrates that there is simply no likelihood of confusion between the marks in this case.

8. The extent to which the applicant has the right to exclude others from use of its mark

It appears that, at the time it registered its "SC" word mark, California faced a potential opposition to its own application. Specifically, the file history for California's registration of the "SC" mark demonstrates that Spelman College had apparently discovered California's application and was considering filing its own Opposition against California. (See multiple requests for extension of time attached as **Exhibit K**). From reviewing the file history, it is clear that California had not originally limited its channels of trade for its registration (See copy of initial application attached as **Exhibit L**). However, at some point during the prosecution history of the mark, California agreed to limit the channels of trade on its goods to either "university authorized" channels of trade or "university controlled outlets."

(See changes to application attached as **Exhibit M**). These changes are finally reflected in the current language in California's registration. See **Exhibit B**.

Once again, because California has refused to respond to discovery, the details of the impetus for California's amendment is ambiguous. But, it is certainly clear that California intentionally limited its channels of trade to narrow its claim of trademark rights in its word mark for the letters "SC". It is also apparent that California entered into a "consent to use" agreement with Spelman College to allow its own registration to go forth unopposed by Spelman College. Although the details of this agreement have not been produced by California despite outstanding discovery, we know from the USPTO's file that "additional time was needed to continue and conclude ongoing negotiations between Applicant and Spelman College concerning [California's application]." See **Exhibit K**. Spelman made a written proposal to California for a possible agreement which "would obviate the need for Spelman College to oppose [California's] application." Id. Certainly, Spelman College's multiple registrations of the "SC" word mark could have provided a basis for a potential opposition. See **Exhibit I**.

Based upon the conclusion that California expressly consented to Spelman College's continual use of the "SC" word mark, California's rights to exclude others from the present use of the mark is greatly weakened. Spelman (and many others) freely use the "SC" mark currently. Such use of the mark by multiple third parties suggests that California should not now be allowed to "pick and choose" who gets to make use of the "SC" word mark. Swedish Beer Export Co. v. Canada Dry Corp., 469 F.2d 1096, 176 USPQ 59 (CCPA 1972) (agreement that the beer manufacturer made with a vodka distributor over the concurrent use of "SKOL" as a name for beer and vodka precluded a finding of a "likelihood of confusion" against a soft drink manufacturer utilizing a similar mark).

10. The extent of potential confusion

Although there has been absolutely no confusion arising from concurrent use of the marks in the past, this Board must determine the extent of *potential* confusion if South Carolina's registration is to issue. It is significant to note that colleges around the country have registered word marks and other separate colleges have been allowed to register stylized versions of those same marks. The coexistence and concurrent use of these marks suggests that there is no likelihood of confusion in the present situation. Specifically, South Carolina would submit the following marks to demonstrate that California's present actions are simply unnecessary when confronted by the realities of collegiate and professional sports team marketing:

<u>Mark</u>	<u>Description</u>	<u>Owner</u>
A	Typed Form A	San Diego State University
A (stylized)	Block letter A	University of Arizona
A (stylized)	Block letter A	University of Akron
A (w/ design)	A with Razorback	University of Arkansas
A (w/ design)	A with Elephant	University of Alabama
C (stylized)	Block C underlined	Central Michigan University
C (w/ design)	Block C with Gamecock	University of South Carolina
C (w/ design)	Block C with Cat	California State University, Chico
D	Typed Form D	Duquesne University
D (stylized)	D with diamond shape	Duke University
F	F with Gator	University of Florida
F	F with Bulldog	Ferris State University
G (stylized)	G in oval	University of Georgia
G (stylized)	G in oval with helmet	Green Bay Packers
M	M with Wolverine	University of Michigan
M (w/ design)	M with Tiger	Memphis State University
MSU (stylized)	MSU Block descending	Mississippi State University

MSU (stylized)	MSU Block horizontal	Michigan State University
N	Typed Form N	Northeastern University
N (stylized)	Block N	Northwestern University
N (stylized)	Block N	University of Nebraska
NY	Typed Form NY	New York Yankees
NY (stylized)	NY overlaid	New York Yankees
NY (stylized)	N with Y overlaid lower	New York Mets
S (stylized)	S with Tree	Stanford University
S	Typed Form S	Syracuse University
S	Typed Form S	Michigan State University
T (stylized)	Block T	University of Texas
T (stylized)	Block T in square	Temple University
V	V within star	Vanderbilt University
V	Block V	Villanova University
V	Block V	University of Virginia
W	Typed Form W	University of Washington
W	W within design	University of Wisconsin
W (w/ design)	Block with Husky	University of Washington
W (stylized)	W outlined	Wilkes University

Obviously, these universities and professional organizations have found a way to peacefully coexist despite their use of substantially similar marks. Again, with no evidence of prior confusion, and taking into account the relative sophistication of most sports fans, it simply does not seem probable that there will be a likelihood of confusion if South Carolina's registration is allowed to go forth.


CONCLUSION

Certainly, if the TTAB, as a matter of law, grants California's Motion for Summary Judgment, one can expect that there will be a massive increase in trademark litigation in the field of collegiate sports marketing over the next several years. Obviously, one of the main reasons that universities have not sued one another previously is because there has been no

widespread confusion among these schools. California has previously consented to Spelman College's use of the "SC" word mark, yet it now seeks to oppose South Carolina's use of the same mark. Regardless, its Opposition should fail because California substantially limited the channels of trade in which its goods could pass. At a minimum, all of the issues raised in this Response demonstrate clear factual issues which, by necessity, should defeat California's Motion for Summary Judgment.

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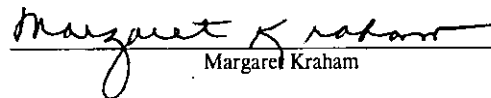
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11/19, 2003

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Margaret Kraham

CERTIFICATE OF SERVICE

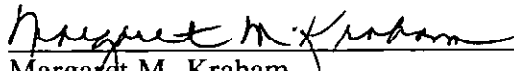
I, the undersigned Administrative Assistant, of the law offices of Nelson Mullins Riley & Scarborough, L.L.P., attorneys for Applicant, do hereby certify that I have served all counsel in this action with a copy of the pleading(s) hereinbelow specified by mailing a copy of the same by United States Postal Service, U.S. Mail, postage prepaid, to the following address(es):

Pleadings:

APPLICANT'S RESPONSE TO OPPOSER'S MOTION FOR
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College Football Tradition

<http://www.1122productions.com/tradition/>

Official School Colors

Note: right now, I'm just working on Division I-A teams and how they chose their school colors. Once this portion of the research is done, I'll expand the page to include other divisions of college football.

Names of colors displayed in color signify the approved colors of the respective university for use on the internet. This will help to pin down exact shades, since universities use different colors for their uniforms, calling them similar names (e.g. UAB's green and gold are different from Baylor's).

Division I-A

Air Force: blue, silver

Akron: blue, gold

Alabama: crimson, white

Alabama-Birmingham: green, white (teams wear green, gold, white)

Arizona: cardinal red, navy blue

From Arizona's web site: UA's original colors were sage green and silver. However, in 1900, student manager Quintas J. Anderson was offered, at an extremely low price, a set of solid blue jerseys trimmed in red. The team needed new jerseys and had very little money, so Anderson accepted the offer. The new jerseys were greeted enthusiastically, and almost immediately red and blue were approved as the new school colors. While many shades of the colors have been used over the years, UA's official hues are cardinal red and navy blue.

Arizona State: maroon, gold

Arkansas: cardinal, white

From Hogwired.com, Arkansas' official athletics site: The use of Cardinal and White as school colors for the athletic teams date back to the beginnings of varsity athletics. In fact, the original school mascot was the Cardinal bird.

Arkansas State: red, black

Army: black, gold

Auburn: navy blue, burnt orange

Ball State: cardinal, white

Baylor: green, gold

From Baylor's web site: Spring time and a train ride inspired selection of school colors ... In 1897, while on a train to Bryan for a debate tournament, a member of the student committee which had previously been selected to choose appropriate colors for the University, looked out the window at the wild spring dandelions and remarked that the vivid yellow and green flowers made a "lovely combination." Other committee members present agreed and when they returned to Waco, the color combination of "green and gold" was recommended and readily adopted by the student body.

Boise State: blue, orange

Boston College: maroon, gold

From Boston College's official athletics site: As a story in The Heights on those early years noted, "A college man going to the games had no striped tie to wear. Nor was there any armband of any significant color that might let the wide world know that the 'fair' rooters, screeching so loudly at anything at all, were followers of the Boston College team."

A committee of students, led by the school-spirited T.J. Hurley (class of 1885 and composer of "Alma Mater" and "For Boston"), was appointed to determine which hue would best represent BC. After considering the colors of rival Jesuit institutions: Holy Cross's purple, Fordham's maroon, Georgetown's blue and gray: the committee selected two Papal colors: maroon and gold. The student body unanimously approved.

Bowling Green: orange, brown

From Bowling Green's athletics site: The historical story behind how BGSU began using Brown and Orange as its school colors dates back to 1914.

Dr. Williams, the university's first President, gathered a group of people which included a Dr. L.L. Winslow from Industrial Arts as a selection committee for the school's new colors. While on an interurban (or trolley) ride to Toledo, Dr. Winslow sat behind a woman wearing a large hat adorned with beautiful brown and orange feathers. It is unclear whether or not she ever actually gave him a few of these feathers from her hat, however, he was so interested in the color scheme of the pair that he convinced the committee to approve the combination of Brown and Orange.

Brigham Young: navy blue, gold, white

From BYU Magazine: On Aug. 16 [1999] men's and women's athletics unveiled an updated identity system for Cougar sports, complete with new logos and deeper shades of blue.

Author's note: until this point, royal blue had been the blue of choice, and gold was not in the color scheme.

Buffalo: blue, white

California: blue, gold

From UCLA's web site: All UC campuses share variations of blue and yellow as school colors. The colors were chosen in June 1873. Blue was chosen as it symbolizes the ocean and the local wild flowers. It was also Yale University's color; many of the original more prominent professors, the first University President, the incumbent President in 1872, and the fathers of many of the undergraduates were Yale alumni. Gold was chosen as California was the Golden State, the Berkeley campus overlooked the Golden Gate, and the gold poppy was California's state flower.

Central Florida: black, gold

Central Michigan: maroon, gold

Cincinnati: red, black

Clemson: orange, purple

Colorado: silver, gold (teams wear black and gold)

From Colorado's athletics site: The official colors of CU are silver and gold. According to the book Glory Colorado, these colors were adopted by the class of 1888, as a symbol of the mineral wealth of this state. But in 1921, as football became more popular, there were complaints from the students that silver and gold did not look good on football jerseys. In fact, silver and gold ended up looking like dirty gray and dark yellow. It wasn't until 1959 that

the football team changed its jerseys to black with yellow. And although the football team seems to have set the trend with its color choice, CU still has the official colors of silver and gold.

Colorado State: green, gold

From Colorado State's web site: Our school colors, green and gold, were chosen to reflect the institution's agricultural heritage.

Connecticut: navy blue, white

From Connecticut's web site: [the story](#).

Duke: Duke blue, white

East Carolina: purple, gold

From East Carolina's web site: The school colors for East Carolina University - purple and gold - go back to the time when the first students arrived on campus in 1909. ECU historian Dr. Mary Jo Bratton, the author of "East Carolina University The Formative Years 1907 - 1982," said the selection of school colors represented one of the first traditions established by the students. In the early fall of 1909 the administration asked students for their suggestions on school colors. Old gold and royal purple won the vote.

In the following year, the colors carried over to the school's first baseball team, a club team, that won most of its games. According to Bratton the opening game produced a 6 - 2 win for East Carolina against a local Greenville team. The newspaper account of the game credited the effective cheering of the young ladies of the school for "winning the victory for the purple and gold."

Eastern Michigan: green, white

Florida: orange, blue

From Florida's web site: The origin of the school colors is a mystery. One explanation holds that the University of Florida acquired the colors from two of the schools abolished by the Buckman Act of 1905. The University of Florida at Lake City had school colors of Blue and Gold and the East Florida Seminary in Gainesville had Orange and Black. However, there is no direct evidence to support this claim.

The first printed reference to the school colors after the Gainesville campus opened in 1906 occurred in the Florida Times-Union of September 27, 1906. Reporting on the opening of the new campus, the newspaper stated that the buildings were draped in purple and gold. The next known color reference appeared in the first campus newspaper, the University News, and the colors were blue and orange.

In the November 1908 edition of the Florida Pennant, successor to the University News, the football team is referred to as the "ol gold and blue." Those colors appeared in several other articles including one by the YMCA stating that the 1911 calendar would have a border of old gold and lettering of royal blue. Something resembling those shades was used on the cover of the Pennant for the years 1908 and 1909. Finally, there was an "alma materish" song from that time period entitled Florida, My Florida (which was also the title of the official state song) that ended "And royal robes her form doth fold, We sing the blue and gold--Florida, my Florida." In all likelihood, the Blue and Gold simply moved to Gainesville from Lake City when the university moved in 1906.

In late 1910, blue and orange reappear. The 1911 YMCA calendar was not printed in blue and gold as planned, but was adorned, instead, with blue and orange edging and banners (figure on right). For a few years thereafter the order of the colors was interchangeable, but Orange and Blue eventually won out.

Florida Atlantic: navy, red, yellow

Florida State: garnet, gold (teams wear these shades)

From Florida State's athletics site: Florida State's school colors of garnet and gold are a merging of the

University's past. In 1904 and 1905 the Florida State College won football championships wearing purple and gold uniforms. When FSC became Florida State College for Women in 1905, the football team was forced to attend an all-male school in Gainesville. The following year, the FSCW student body selected crimson as the official school color. The administration in 1905 took crimson and combined it with the recognizable purple of the championship football teams to achieve the color garnet. The now-famous garnet and gold colors were first used on an FSU uniform in a 14-6 loss to Stetson on October 18, 1947.

Fresno State: cardinal red, blue

From Fresno State's athletics site: The colors evolved out of an argument by women from Fresno Normal School and men from Fresno Junior College. The women were seeking blue and white to the men's red and white. A compromise was struck with the school adopting red and blue with a red later changed to Cardinal.

Georgia: red, black

From Georgia's athletics site: "Turf wars" involving Georgia and its ancient rival, Georgia Tech, began with the playing of the first football game in the series. And the effect of the opponent's underhanded ploy in that 1893 contest resulted in the senior institution's removing the color gold (or yellow) from its official school colors.

In the December 1891 issue of The University's literary magazine, the editors-selected members of the Demosthenian and Phi Kappa literary societies-had proclaimed those colors to be "old gold, black, and crimson". This selection extended an earlier custom of each class selecting its colors and publishing them in the yearbook. However, Dr. Charles H. Herty-faculty member, the father of intercollegiate athletics' at The University, and her first football coach-saw "yellow", as he called it, not gold when he spied the hues on the cover of The Georgia University Magazine.

The 24-year-old holder of a doctorate from Johns Hopkins had led initial efforts to stimulate and harness school spirit, organized the school's first Athletic Association, and saw to it that yellow was eliminated from the colors. "Speaking with student leaders, We all agreed we didn't want yellow around Georgia athletics", reflecting extreme distaste for anything "yellow", or cowardly. (Early on, the "crimson" became good ol' Georgia "red".)

A mailed glove, however, was laid across the face of Georgia athletics that day the rivalry commenced. It was the "somebody-stole-my-gal" maneuver perpetrated by "the Teckity Techs" of '93. Earlier that season, the Techs had chosen as their colors white and gold. And they proceed to deck out 200 young ladies from all-girl Lucy Cobb Institute in those very hues to cheer on Tech's varsity at old Herty Field. Alas, the finishing school's campus lay just about a mile and one-half from the playing field-in Athens! "These are our girls!", the cry arose.

So, until this very day, when a Georgia Bulldog smells out a Georgia Tech "Yellow Jacket", he sees red.

Georgia Tech: white, gold (teams wear white, gold, and blue)

From Georgia Tech's web site: 1891 - Tech students use white and gold as school colors for the first time, at an informal football game between Georgia Tech and Auburn University students. White and gold became a tradition two years later when they are worn by students from the Lucy Cobb Institute cheering for Tech at the first Tech-Georgia football game.

Hawaii: green, black, white, silver

Houston: red, black, white

Idaho: silver, gold (football team wears black and gold)

Illinois: orange, blue (teams wear these shades)

Indiana: cream, crimson

Iowa: gold, black

Iowa State: red, gold, black, white

Kansas: crimson, blue

From Kansas' web site: KU's colors have been crimson and blue since the early 1890s. Originally, the Board of Regents had decided to adopt the University of Michigan's colors, maize and sky blue. Maize and blue were shown at oratorical meets, and they may have colored the Kansas crew in rowing competitions in the mid-1880s. But in 1890 when football arrived at KU, a clamor arose for Harvard's crimson to honor Col. John J. McCook, a Harvard man who had given money for KU's athletic field. Faculty members who had graduated from Yale insisted that their academic lineage and Yale blue not be overlooked. In 1896, crimson and blue were adopted officially.

Kansas State: purple, white

Kent State: blue, gold

From Kent State's web site: Kent State's school colors are blue and gold - purely by accident. In the 1910 state charter, the school colors were orange and purple. However, a local laundry changed the colors. The basketball uniforms, orange and purple when they went into the hot water, came back gold and blue-black. Word has it that the team and student body liked the new colors so well they adopted them as the new school colors.

Kentucky: blue, white

From Kentucky's web site: The University of Kentucky adopted blue and white as its official colors in 1892. Originally, however, UK students had decided on blue and light yellow prior to the Kentucky-Centre College football game on December 19, 1891. The shade of blue, which is close to a royal blue, was chosen when a student asked the question, "What color blue?" At the time, Richard C. Stoll (who lettered in football at UK in 1889-94) pulled off his necktie and held it up. The students then adopted that particular shade of blue. A year later, UK students officially dropped the light yellow color for white.

LSU: purple, gold

From LSU's web site: According to "The L Book," the LSU Student Handbook, the University's colors were originally supposed to be blue and white.

However, several players decided to enhance the importance of the team's first football game when the Fightin' Tigers went to New Orleans to take on Tulane University.

Professor and Head Coach Charles Coates, along with quarterback Ruffin Pleasant, went in search of ribbons to decorate the locker room.

Since it was nearing Mardi Gras, the colors green, purple and gold were abundant in the city.

The store they visited had not yet received its shipment of green streamers, so Coates and Pleasant bought out the store's entire supply of purple and gold ribbons.

They returned to the stadium, dressed up the locker room with the selected colors and purple and gold promptly became the colors of the LSU Fightin' Tigers.

Louisiana Tech: blue, red

Louisiana-Lafayette: vermilion, white

Louisiana-Monroe: maroon (teams wear maroon and gold)

Louisville: red, black

Marshall: green, white

Maryland: Black, gold, red, white

From Maryland's web site: The University's colors are the same as those on the state flag. Black and gold are derived from the Calvert shield, while red and white are derived from the Crossland shield. The Calvert and the Crossland families were prominent in the Maryland colonial period.

Memphis: blue, gray

From Memphis' web site: Students in the first classes selected blue and gray as the school colors and the tiger as the mascot. (Tradition holds that the colors, those of the opposing armies during the Civil War, were chosen in commemoration of the reuniting of the country after that divisive conflict.)

Miami (FL): orange, green, white

From Miami's athletics site: UM's school colors were selected in 1926. The colors of the Florida orange tree represent UM. Orange symbolizes the fruit of the tree, green represents the leaves and white, the blossoms.

Miami (OH): red, white

From Miami's web site: Prior to the civil war Miami's library had fewer than 1,000 books, and according to Dr. Phillip Shriver, history professor and president emeritus, there was no need for a large literary facility.

The few books the university did own were housed in a room in Franklin Hall, now known as Harrison Hall.

To increase the size of this collection Rev. John Browne went on a two year east coast quest in search for new books. From 1810 to 1812, he gathered approximately 200 books to be brought back to Miami. These are the oldest books currently in Miami's libraries.

As the collection grew, the literature was moved to Alumni Hall, Miami's first free-standing library. Before King Library was built there were more books in the literary societies' libraries than in the university library.

"The Erodelfian and the Union [the societies which had more books than Miami], whose colors were red and white respectively, gave us our school colors," Shriver said.

Michigan: maize, azure blue (teams wear maize and dark blue)

From Michigan's web site: 1867 - Maize and azure blue adopted as class colors by a student committee and become official school colors in 1912 by action of the regents.

Michigan State: green, white

From Michigan State's athletics site: Details are sketchy as to when Michigan State athletic teams officially began using the school colors green and white. But records of the Athletic Association of the then Michigan Agricultural College show that on April 11, 1899, the organization took steps toward adoption of a green monogram, "to be worn only by athletes who subsequently take part in intercollegiate events."

It is generally thought the colors came into wide use with the arrival in 1903 of Chester L. Brewer as the school's first full-time director of athletics. Brewer also coached the Spartan football, basketball, baseball and track teams, the only varsity units in existence at the time.

Middle Tennessee State: blue, gray

Minnesota: maroon, gold

From Minnesota's web site: Because the University's colors varied during the early years, William Watts Folwell, first president of the University, appointed English instructor Augusta Norwood Smith to choose permanent school

colors. Smith, "a woman of excellent taste," according to Folwell, chose maroon and gold, the University's colors today. First used sometime between 1876 and 1880, the colors were not officially approved by the regents until March 1940.

Mississippi: navy blue, cardinal red

From Mississippi's athletics site: In 1893, when Ole Miss' first football team was in training for a five-game season, Dr. A.L. Bondurant, organizer and manager-coach, later recalled that "The team had much discussion as to the colors that should be adopted, but it was finally suggested by the manager that the union of the Crimson of Harvard and the Navy Blue of Yale would be very harmonious, and that it was well to have the spirit of both of these good colleges." These were adopted as the football colors, and have since been adopted by the University as its athletic colors.

Author's note: the red has since moved to a cardinal red.

Mississippi State: maroon, white

From Mississippi State's athletics site: Maroon and White are the distinctive colors of Mississippi State University athletic teams, dating back over a century to the very first football game ever played by the school's student-athletes.

On November 15, 1895, the first Mississippi A&M football team was preparing for a road trip to Jackson, Tenn., to play Southern Baptist University (now called Union University) the following day. Since every college was supposed to have its own uniform colors, the A&M student body requested that the school's team select a suitable combination.

Considering making this choice an honor, the inaugural State team gave the privilege to team captain W.M. Matthews. Accounts report that without hesitation Matthews chose Maroon and White.

In the 100 years since, every Mississippi State athlete has donned the Maroon and White in some sort of combination. Often a shade of gray has been added to the scheme, such as for the numerals. Briefly in the 1980s the men's and women's basketball teams wore all-gray uniforms with maroon and white trim, while football has at times sported silver game pants, and baseball will often wear all-gray road outfits.

Only once has a MSU team appeared in any other color combination. In 1938 football coach Spike Nelson secretly had cardinal and gold uniforms made for State, a selection that did not sit well with the team or the college at the first game. Neither the uniforms nor Nelson were back for the next season.

Missouri: gold, black

Navy: navy blue, gold

Nebraska: scarlet, cream

Nevada: silver, blue

Nevada-Las Vegas: scarlet, gray

From UNLV's athletics site: The school colors of Scarlet and Gray can be traced to the late-1950s when UNLV adopted as mascot a wolf wearing a Confederate uniform. Scarlet and Gray were traditional colors of the Confederacy with its gray uniforms and red-based flag.

New Mexico: cherry, silver

From New Mexico's web site: The most common origin of New Mexico's school colors dates back nearly 100 years. Apparently, the school colors in the early 1890s were black and gold. Ms. Harriet Jenness, a faculty member who taught drawing, delarte (drama), penmanship and music, suggested a change in school colors

because black and gold did not give a true feeling of New Mexico. She suggested the crimson evening glow of the majestic Sandia mountains to the east. The silver came from when students and faculty took picnics in the Sandias and noted the Rio Grande looked like a silver ribbon winding through the valley below. Her ideas were enthusiastically adopted by the faculty and staff. The crimson was later changed to cherry, the color of a Sandia sunset. Miss Jenness died in 1895, two years before the colors were adopted as "official." From 1973-79, turquoise was integrated into the official school colors, at least, for the athletics teams. The football team wore turquoise jerseys at home during those years. Cherry and silver returned as the predominant colors in 1980.

New Mexico State: crimson, white

North Carolina: Carolina blue, white

From North Carolina's athletics web site: The adoption of light blue and white as UNC's colors dates back to the 19th Century. When the University reopened following the Civil War, most social activities were directed by two literary societies, the Dialectic and Philanthropic. The official color of the Di was light blue and that of the Phi white. Since society membership was compulsory for all students, the opinions and activities of these organizations were by nature of circumstances all embracing. It was the custom for all men from localities west of Chapel Hill to affiliate with the Di and generally for students from the east to become members of the Phi.

On public occasions the student officers, marshals and ball managers were chosen equally from the membership of the two societies. It had long been the custom of each society for its members to wear its color on such occasions. However, the chief marshal and chief ball manager, one from the Di and the other from the Phi, wore combination light blue and white regalias and rosettes signifying that they represented the whole student body.

Later, when intercollegiate athletics were established, the question of what to wear became a problem. Certainly, the students wanted to be associated with the University, but the school had no official colors. So it seemed only natural for the fans to adorn themselves with the same combination as that used by the chief marshals and ball managers, colors which represented not membership in a society, but a University student body.

North Carolina State: red, white

North Texas: green, white

Northern Illinois: red, black

Northwestern: purple, white

From Northwestern's athletics site: The color purple (with white) was selected by a special committee in 1894 as the official school color, not only for the athletic teams, but for the entire university.

Notre Dame: blue, gold

From Notre Dame's athletics site: The origin of school colors can be traced back to the founding of the University. At the time of its founding in 1842, Notre Dame's original school colors were yellow and blue; yellow symbolized the light and blue the truth. However, sometime after the Dome and Statue of Mary atop the Main Building was gilded, gold and blue became the official colors of the University.

Ohio: green, white

From Ohio's web site: The green and white colors of Ohio University date back to 1896. Before that time, the university's unofficial colors were blue and white. However, it soon became apparent that these colors would be unacceptable for the new football team to wear. Ohio's newly hired football coach, Samuel McMillen, suggested that Ohio adapt as its colors olive green and white, which were worn at McMillen's alma mater, Dartmouth College. The proposal was put before the student body for a vote, and green and white became the colors of the school's uniforms in the fall of 1896. Down through the years, the olive green has evolved into a lighter, "Hunter" green color. As a side note, McMillen never coached a game for Ohio University, as personal problems kept him from arriving in Athens in the fall of 1896.

Ohio State: scarlet, gray

From Ohio State's athletics site: Orange and black were first chosen as Buckeye colors in 1878. When the selection committee learned that Princeton had already picked those colors, the group instead chose scarlet and gray.

Oklahoma: crimson, cream

From Oklahoma's athletics site: The official school colors of crimson and cream became official about a century ago and you can still see those colors worn proudly by Sooner athletes and fans alike on gamedays or when they want to show their love for the university.

In the fall of 1895, Miss May Overstreet, the only woman on the faculty, was asked to chair a committee to select the colors of the university. The committee decided the colors should be crimson and cream and an elaborate display of the colors was draped above a platform before the student body. The student body approved with great enthusiasm and immediately pennants, banners, badges and decorations of every description appeared on the streets, in the windows, at chapel, in classrooms, and all public places; however, local merchants could not supply the demand.

Oklahoma State: orange, black

From Oklahoma State's athletics site: the orange and black color scheme were copied from Princeton, as was the tiger mascot. Oklahoma State changed to the Cowboys around 1923.

Oregon: green, yellow**Oregon State:** orange (teams wear orange, black, and white)**Penn State:** blue, white

From Penn State's athletics site: Penn State's student-athletes are instantly identified by their blue and white uniforms - but those weren't the original school colors. A three-member committee representing the sophomore, junior and senior classes was appointed in October of 1887 to develop color options from which the student body would select the school's official colors. Dark pink and black was the unanimous choice of the student body after considering the color combinations presented by the committee.

Soon many students and the baseball team were sporting pink and black striped blazers and caps. However, problems arose when the pink faded to white after several weeks of exposure to the sun. The students then opted for blue, rather than black, and white. The official announcement of the new choice was made on March 18, 1890.

Pittsburgh: old gold, blue**Purdue:** old gold, black**Rice:** dark blue, gray**Rutgers:** scarlet, white**San Diego State:** scarlet, black

From San Diego State's athletics site: In 1898, San Diego Normal School colors were white and gold while the junior college colors were blue and gold. In 1921, the Normal School and Junior College merged to form San Diego State College and thus, white, gold and blue became the official school colors. Purple and gold were adopted for the 1922-23 term but this became a problem because the colors were the same as St. Augustine High School. It didn't go over very well when one couldn't tell the difference between an Aztec letterman's sweater and a high school sweater. Also, purple and gold were the colors of Whittier College, a fierce conference rival at the time. Not to mention the fact that manufacturers of Aztec merchandise in that era refused to guarantee the color fastness of San Diego State's purple hues.

Associated Students president Terrence Geddis led the movement for a change and, after pushing for reconsideration of school colors, students finally got a chance to vote on the matter in December of 1927. Under consideration were:

Green and Gray
Orange and Grey
Scarlet and Black
Black and Gold

That was followed by two days of voting the following month where students were to decide between Scarlet and Black and the previous colors, Purple and Gold. On January 19, 1928 the tally was 346-201 in favor of Scarlet and Black and it has remained that ever since. The new colors made their athletic debut at the January 28, 1928 basketball game at Pomona College.

San Jose State: gold, white

From San Jose State's web site: A heated debate was held in 1925 over the effort of some students to change the school colors from gold and white to purple and white. Tradition won out, and it was decided to keep the original colors - Gold and White. This same issue came before the students again in 1946, when after many weeks of discussion, the question was voted on. Once again tradition won.

South Carolina: gamet, black

South Florida: green, gold

Southern California: cardinal, gold

Southern Methodist: Harvard crimson, Yale blue

Southern Mississippi: black, gold

From Southern Mississippi's web site: The story of our school colors goes all the way back to the senior class of Carson High in the year 1910-11. The seniors could not decide on their class colors until their class sponsor saw a wide field of black-eyed Susans. She was so impressed by these flowers that she convinced the senior class to adopt the colors of these flowers, black and gold, as their class colors.

Later, in 1912, this former class sponsor was appointed to a committee that was to decide the school colors for Mississippi Normal College (which later became USM). Still fascinated by black and gold, she suggested these as the school colors. After a student body election, black and gold were designated the official school colors and have been ever since.

Stanford: cardinal, white

Syracuse: orange (teams wear orange and navy blue)

From Syracuse's web site: Orange became the University's official color in 1890 when Syracuse became the first college to adopt only one official color. The original school colors, rose pink and pea green, adopted in 1872 were not popular. Orange was chosen to represent the golden apples of Hesperia; the story of the sunrise and the hope for a golden future. Blue is used as an unofficial accent color.

Temple: cherry, white

From Temple's athletics site: Well known is the fact that the official colors of Temple University are cherry and white. Temple University was the first school in the nation officially to use cherry as one of its colors, certainly by the year 1888.

Since cherry as a color has many gradations, just what the precise color is has raised questions over the years.

Cherry, or cerise, which was the somewhat popular word used in earlier days, is considered by most dictionaries to be a moderate red, but one that can range from bright red to dark red. For this reason, a conscious effort has been made to standardize the color for athletic teams to somewhere near that of a ripe and bright American black cherry.

Tennessee: orange, white

From Tennessee's athletics site: The colors Orange and White were selected by Charles Moore, a member of the first football team in 1891, and were later approved by a vote of the student body. The colors were those of the common American daisy which grew in profusion on The Hill. Tennessee football players did not appear in the now-famous Orange jerseys until the season-opening game in 1922. Coach M.B. Banks' Vols won that game over Emory and Henry by a score of 50-0.

Texas: focal orange, pure white (teams wear burnt orange and white)

From Texas' marching band's site: The University colors, orange and white, were officially adopted by the regents on May 10, 1900, after a student vote. As early as 1885, students had displayed orange and white ribbons on special occasions. Athletic teams later unofficially adopted burnt orange. The official colors, as used in the university seal, are focal orange and pure white.

Texas A&M: maroon, white

Texas Christian: purple, white

Texas Tech: scarlet, black

From Texas Tech's athletics site: The college colors of scarlet and black and team name were adopted by students on March 15, 1926, during a convocation.

Texas-El Paso: blue, orange

Toledo: midnight blue, gold

From Toledo's athletics site: Midnight Blue and Gold were selected as the school's official colors by the Varsity 'T' club, at its organizational meeting on December 1, 1919. Ten of the 14 football lettermen met to form the club and chose Ed Stader as the first president.

Troy State: cardinal, black, silver

Tulane: olive, blue

From Tulane's athletics site: From 1893 to 1919, the athletic teams of Tulane were known as the Olive and Blue for the official school colors.

Tulsa: gold, blue, red

UCLA: blue, gold

From UCLA's web site: All UC campuses share variations of blue and yellow as school colors. The colors were chosen in June 1873. Blue was chosen as it symbolizes the ocean and the local wild flowers. It was also Yale University's color; many of the original more prominent professors, the first University President, the incumbent President in 1872, and the fathers of many of the undergraduates were Yale alumni. Gold was chosen as California was the Golden State, the Berkeley campus overlooked the Golden Gate, and the gold poppy was California's state flower. UCLA generally uses a sky blue and gold combination.

Utah: crimson, white

Utah State: navy blue, white

Vanderbilt: black, gold

Virginia: navy blue, orange

From Virginia's athletics site: Orange and blue were adopted as the University of Virginia's official athletic colors at a mass student meeting in 1888. UVa athletic teams had previously worn silver gray and cardinal red, but those colors did not stand out on muddy football fields, prompting a student movement to change them.

One of the students attending the mass meeting was Allen Potts, a star athlete who played on Virginia's first football team in 1888. Potts showed up at the meeting wearing a navy blue-and-orange scarf that he had acquired during a summer boating expedition at Oxford University. Orange and blue were chosen as the official athletic colors after one of Potts' fellow students pulled the scarf off Potts' neck and, waving it to the crowd, yelled, "How will this do?"

Virginia Tech: Chicago maroon, burnt orange

From Virginia Tech's athletics site: The official university school colors - Chicago Maroon and Burnt Orange - also were introduced in 1896. The colors were chosen by a committee because they made a 'unique combination' not worn elsewhere at the time.

Wake Forest: gold, black

From Wake Forest's athletics site: As early as 1895, Wake Forest College was using its colors in athletic competition. The school's literary magazine, "The Wake Forest Student," described them in this manner: "At last, Wake Forest has a college badge. It is a very neat button designed by Mr. John M. Heck and contains a tiger's head over the letters WFC. The colors are in old gold and black."

As the 20th century opened, those colors became frequently associated with the college, particularly its athletic and debate teams. Most historians believe that their adoption comes from the connection with the tiger mascot, and not, as some have proposed, from any association with the Bible.

Washington: purple, gold

Washington State: crimson, gray

West Virginia: old gold, blue

Western Michigan: brown, gold

Wisconsin: red, white

Wyoming: brown, Wyoming prairie gold

From Wyoming's athletics site: The story behind the colors of the University of Wyoming dates back to 1895. In the Spring of that year, the first ever UW Alumni Banquet was held. Decorations for the banquet included Brown-Eyed Susans, a flower native of Southeastern Wyoming. The Alumni were so impressed with the colors (brown and yellow) and the beauty of the flowers that they decided to select these colors as the official school colors at UW. In recent years the colors have been modified to brown and Wyoming prairie gold.

I-AA Schools

Brown: brown (teams wear seal brown, cardinal red, and white)

From Brown's web site: The College Color, brown, the obvious choice as it would appear today, was not adopted until after 1866, when the Brown Paper reported on the question of choosing a college color, "the general opinion seems to be that brown should be adopted ... Nothing could be more appropriate for Brown-bred boys ... It is the very mark of hardihood, of pluck, of soberness - if you will - but of victory." The color brown, of course, has dominated the athletic uniforms for years, and indeed might be considered more "sober" than the first known

uniform of a Brown team, that of the crew in 1859, which was described as "gray check pants; salmon silk shirts; blue skull caps." There is no record that the Corporation endorsed the students' choice of brown. In 1925 the University submitted a swatch of brown material to the Textile Color Card Association of the United States, Inc. to ascertain its exact shade (which proved to be Tobacco), and at that time the University colors were recorded by the Association, apparently mistakenly, as brown and white. In 1947 the brightening up of the football uniforms by the addition of gold brought forth letters of both approval and disapproval to the Alumni Monthly. In December 1952, after the subject of the drabness of the Brown academic hoods, black lined with brown, came to attention, President Wriston appointed Vice-President Bruce Bigelow a "Committee of one to pick official colors for Brown University and to put it over." A year later a University Color Study Committee was appointed. On the recommendation of this committee, on April 9, 1954, the Advisory and Executive Committee of the Corporation voted, "That the University adopt as the standard colors for the lining of all its academic hoods, seal brown with a single chevron of cardinal red similar to the red in the cross of the University coat-of arms." Although the vote appears to relate only to the colors of the hoods, in communicating this vote to the Textile Color Card Association, Bigelow wrote, "it is likely that these colors will be considered the 'official colors' of the University." In 1967, the colors, official or not, were noted for the first time in the football media guide as "seal brown and cardinal." They are now recorded in the athletic guides as "seal brown, cardinal red, and white."

Columbia: Columbia blue and white

Cornell: carnelian and white

Dartmouth: green and white

Harvard: crimson (teams wear crimson and white)

Pennsylvania: blue and red

From Pennsylvania's web site: There are several stories concerning the origin of Penn's colors. One tale explains that George Washington, having been invited to a Pennsylvania Commencement to receive the first presidential honorary degree, donned his best uniform—a blue tunic trimmed in red. Mention of his attire was the first official recording of colors at a Penn function, and the use of red and blue may have been continued as a mark of deference to our Founding Father.

Another legend, perhaps more plausible, concerns an early track meet at Saratoga, New York, between Penn, Harvard, and Yale. When asked by the officials what colors would be representing the Penn faction, the Pennsylvania captain reportedly replied, "We're going to be wearing the colors of the teams we beat," i.e., Harvard Crimson and Yale Blue. We shall assume that Penn was victorious and thus loyalty to the red and blue sworn.

Princeton: orange and black

Yale: Yale blue and white

College Football Tradition





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Typed Drawing

Word Mark SC

Goods and Services IC 006. US 013 025 028 050. G & S: keyrings of non-precious metals; decorative emblems or plates of non-precious metal, for attachment to autos; art work statuary of non-precious metals, all goods being offered and sold to persons through university authorized channels of trade. FIRST USE: 19260000. FIRST USE IN COMMERCE: 19780000

IC 018. US 003 041. G & S: umbrellas, hand luggage, tote bags, luggage; namely, tote bags, hand luggage, garment bags for travel, and small traveling bags for overnight trips, fanny packs, toiletry bags sold empty, briefcases, back packs, all goods being offered and sold to persons through university authorized channels of trade. FIRST USE: 19260000. FIRST USE IN COMMERCE: 19870000

IC 024. US 042 050. G & S: towels, blankets, cloth pennants, and cloth flags, all goods being offered and sold to persons through university authorized channels of trade. FIRST USE: 19260000. FIRST USE IN COMMERCE: 19870000

IC 025. US 039. G & S: sweatshirts and T-shirts, all goods being offered and sold at university-controlled outlets. FIRST USE: 19260000. FIRST USE IN COMMERCE: 19870000

Mark Drawing Code (1) TYPED DRAWING

Serial Number 74094681

Filing Date September 5, 1990

Current Filing Basis 1A

Original

Filing Basis 1B
Published for Opposition August 18, 1992
Registration Number 1844953
Registration Date July 12, 1994
Owner (REGISTRANT) University of Southern California CORPORATION CALIFORNIA
University Park Los Angeles CALIFORNIA 90089
Attorney of Record JOSH S RIDOUT
Type of Mark TRADEMARK
Register PRINCIPAL
Affidavit Text SECT 15. SECT 8 (6-YR).
Live/Dead Indicator LIVE

PTO HOME	TRADEMARK	TESS HOME	NEW USER	STRUCTURED	FREE FORM	BROWSE DICT	TOP	HELP
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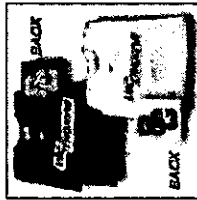
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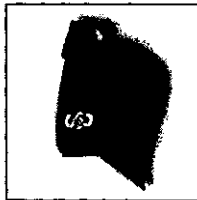
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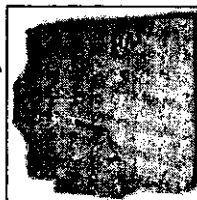
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Team Trojan



Team Trojan Oxford Quarter Zip Crew Sweatshirt



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6.6

**This Disposition is Not
Citable as Precedent
of the TTAB**

UNITED STATES PATENT AND TRADEMARK OFFICE
Trademark Trial and Appeal Board
2900 Crystal Drive
Arlington, Virginia 22202-3513

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CGM

Mailed: July 31, 2003

Opposition No. 91125615

University of Southern
California

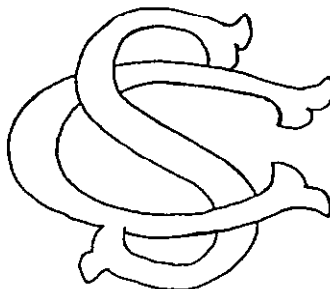
v.

University of South
Carolina

Before Quinn, Hairston and Rogers,
Administrative Trademark Judges.

Rogers, Administrative Trademark Judge:

The University of South Carolina (applicant) has applied to register a stylized version of the interlocking letters SC, as illustrated below. Registration is sought in International Class 25 for goods identified as "clothing; namely, hats, baseball uniforms, t-shirts and shorts."



The University of Southern California (opposer) has opposed issuance of a registration to applicant, relying in its notice of opposition on its ownership of registration no. 1,844,953 for the mark SC (in typed form, i.e., devoid of any form of stylization). Opposer's SC mark is registered in four classes, including International Class 25 for goods identified as "sweatshirts and T-shirts, all goods being offered and sold at university-controlled outlets." The registration issued July 12, 1994.

Applicant's mark was published for opposition on May 18, 1999. Opposer obtained extensions of time to oppose totaling nearly three years, the vast majority with consent of applicant, while the parties attempted to settle their differences. Unable to reach an amicable settlement with applicant, opposer filed its notice of opposition on May 3, 2002.

Applicant timely filed an answer and counterclaim; and quickly thereafter filed an amended counterclaim. The Board accepted the amended counterclaim, as a matter of course, in view of its filing prior to any answer to the original counterclaim. Opposer moved to dismiss the counterclaim under Fed. R. Civ. P. 12(b)(6). The Board noted opposer's reliance on materials outside the pleadings and informed the parties that the motion would be treated as a motion for summary judgment. Each party was provided the opportunity

for supplemental briefing, in view of the Board's decision to treat the motion as one under Fed. R. Civ. P. 56. We now address the motion for summary judgment and, preliminarily, issues related thereto which have arisen as a result of the briefing of the motion.

Each party has, to some extent, complained about the evidentiary proffers of the other. Suffice it to say that when material that may be introduced *at trial* by Notice of Reliance is proffered in support of or in opposition to a motion for summary judgment, it need not be introduced by such a notice to be considered in conjunction with the motion for summary judgment. Mere attachment of such material to the motion or response brief is sufficient. We also note that the Board does not take judicial notice of Patent and Trademark Office records. *Beech Aircraft Corp. v. Lightning Aircraft Co.*, 1 USPQ2d 1290 (TTAB 1986) and *Cities Service Co. v. WMF of America, Inc.*, 199 USPQ 493 (TTAB 1978). Finally, while many of the parties' arguments go to the probative value of particular submissions, the Board will not strike or refuse to consider materials merely because they are devoid of substantial probative weight.

Both opposer's original motion to dismiss and its reply brief offered in further support of the motion are broken out into a "motion" and an accompanying "request" that the Board (1) take "official [i.e., judicial] notice" and (2)

consider copies of "items already of record." As noted above, a party moving for summary judgment need not include a notice of reliance when submitting items in support of its motion. Moreover, even if such a notice were required, it should not serve as a vehicle for submitting a request to take judicial notice of other items that would not be admissible at trial by such a notice. Rather, any request that the Board take judicial notice of particular items, and the arguments offered in support of the merit in doing so, should be included in the moving party's brief. Including such arguments in an unnecessary filing smacks of an attempt to avoid the page limits on briefing a motion.¹ Finally, it is never necessary--at trial or on a motion for summary judgment--to submit copies of items which are specified by the trademark rules of practice to be considered "of record," such as the contents of the involved application file.

Applicant moved to strike opposer's reply brief and the associated "request for official notice and submission of items already of record," or, in the alternative, for leave to file a surreply. While applicant asserted that opposer

¹ In particular, the "request for official notice and submission of items already of record" that accompanied opposer's reply brief on the motion to dismiss, clearly includes argument that should be included in the reply brief itself. Were any of this argument counted against the page limit for a reply brief, the "request" and reply brief would exceed the page limit for a reply brief.

had engaged in an "egregious attempt to submit pages of new material," rather than limit its reply to addressing applicant's response to opposer's motion, applicant did not specifically argue that opposer's submissions, taken together, exceeded the page limitation for a reply brief. Instead, applicant essentially argued that the reply should not be considered because it rehashes arguments made in opposer's original motion and relies on new evidence that is improper to submit with a reply brief.

When the parties were informed by the Board that opposer's motion to dismiss would be treated as a motion for summary judgment, the Board noted that opposer had filed various exhibits and that they would be considered.² Moreover, the Board allowed applicant the opportunity to supplement its response to opposer's motion with additional material and allowed opposer time to file a supplemental reply brief. Implicit in the terms of such order is a determination that opposer's reply brief and the material submitted in tandem therewith would be considered. Thus, we consider applicant's motion to strike to have been effectively denied, and we decline to revisit that earlier interlocutory determination. Insofar as the motion to

² Some of the exhibits were submitted with the original motion to dismiss and some were submitted with the reply brief, in an attempt to overcome objections raised by applicant to the submissions that accompanied the original motion.

strike included an alternative motion for leave to file a surreply, and to the extent the prior interlocutory ruling did not rule on it, we deny the alternative request.

Trademark Rule 2.127(a) prohibits the filing of surreplies.

Applicant timely filed its additional response and exhibits to opposer's constructive motion for summary judgment. Opposer then timely filed its supplemental reply brief. However, opposer's supplemental reply brief, even without resort to the accompanying "notice of reliance" and "affidavit of Mandy Robertson-Bora" exceeds the page limit for a reply brief. See Trademark Rule 2.127(a).

Accordingly, we have not considered opposer's supplemental reply brief and its accompanying submissions. Finally, we have not considered the surreply filed by applicant in response to opposer's supplemental reply brief, because we have not considered the supplemental reply brief and, even if we had considered it, we would not consider a prohibited surreply.

In sum, then, to decide opposer's constructive motion for summary judgment on applicant's counterclaim, we have considered the original motion and accompanying submissions, the response and accompanying submissions, the reply and accompanying submissions, and applicant's additional response filed after it was informed that the motion to dismiss would be treated as a motion for summary judgment.

Following consideration of these items, and applicable law, we grant opposer's motion and dismiss the counterclaim for the reasons that follow.

Applicant's counterclaim asserts three different grounds for cancellation of opposer's pleaded registration. We consider each in turn.

Opposer's Alleged Fraud on the USPTO

Applicant asserts that the mark registered by opposer was registered through opposer's perpetration of a fraud on the USPTO. Opposer's registration issued based on an intent-to-use [ITU] application, after opposer had received a notice of allowance and filed a statement of use [SOU]. While the amended counterclaim itself (specifically, paragraph 21) is not entirely clear as to what false representation purportedly was made, the parties' briefing of opposer's constructive motion for summary judgment indicates more than one theory supporting the fraud basis for the counterclaim.

Under one theory, applicant appears to believe that opposer's statement, in the ITU application, that it had a bona fide intent to use the applied-for mark in commerce subsequently was shown to be false, because the statement of use asserts actual use of the mark for each class of goods or services prior to the filing date of the application. See Response to opposer's motion to dismiss, p. 12 ("This

statement [regarding use, in the SOU] is false because [opposer] could not have filed an intent to use application if it had used the mark in commerce on all of the goods identified in the application in 1978 - 12 years earlier.")

Under another theory, applicant is arguing that the statement of use is false, because the date of first use and/or date of first use in commerce set forth by opposer do not apply to each and every item in each class of goods.³

See *Id.* ("Pursuant to 37 C.F.R. § 2.88(c), if more than one item of goods is specified in a statement [of] use, [opposer] was under an affirmative duty to identify the particular item to which the dates of use applied.") And under a third theory, applicant notes that opposer has a "second application to register the letters 'SC' for the same goods," that the dates of use set forth in the second application are "after the date of [the] application" that matured into the registration that is the subject of applicant's counterclaim, so that applicant now "believes that the facts once developed through discovery may

³ A related theory which opposer initially believed applicant was advancing as the basis for the fraud ground for the counterclaim is rooted in an Office error. Specifically, though opposer set forth 1978 as the date of first use in commerce for each class of goods in its application, when the Office issued opposer a registration, it inadvertently listed 1978 as the date of first use in commerce for only one of the four classes and listed 1987 as the date of first use in commerce for the other three classes. Opposer apparently never bothered to request a correction of its registration certificate. Though opposer initially believed this discrepancy to be at the root of applicant's fraud allegations, it is clear that it is not.

establish that [opposer] did not begin using the letters 'SC' in earnest as a trademark until 1993 or 1994." *Id.*

Opposer argues that it filed an intent to use application because, at the time of filing, it had used its SC mark on some of the goods in the four covered classes, but not on all the goods; that it was, when opposer filed the application, permissible for an applicant that had not used its mark on every item listed in an application to file the entire application under the intent to use provisions of the Lanham Act and, after subsequently making use of the mark on or in connection with all items, to file an allegation of use stating so; that in filing an allegation of use under such circumstances, it is entirely proper to assert a date of first use and a date of first use in commerce for each class that may relate to one or more, but not all, goods in the class; and that Trademark Rule 2.88(c), insofar as it specifies that, when dates of use in a statement of use pertain to only one item, then the particular item to which the dates apply should be specified, is permissive, not mandatory. In addition, opposer argues, in essence, that even if its statement of use is considered to include a false statement or misrepresentation, it was not relied on by the USPTO in deciding to approve issuance of opposer's registration. Specifically, opposer reasons that if there was any concern

about whether the dates of use applied to all items in the application, inquiry could have been made of opposer; and because such inquiry was not made, the USPTO clearly did not rely on the alleged misstatement.

Both of the first two theories for applicant's fraud claim are dependent on a particular reading of the statement of use filed by opposer. Specifically, the statement of use must be read as asserting that the recited dates of first use and first use in commerce were applicable to each and every item in the four classes of goods, rather than to just one or more items (but not all items) in each class. In addition, applicant urges that how the statement of use is to be read is a disputed matter of fact, so that it would be inappropriate to enter summary judgment dismissing the counterclaim, at least insofar as it is based on opposer's alleged fraud. Applicant's reasoning is faulty.

If we assume applicant's reading of the statement of use is correct, notwithstanding that opposer asserts the statement should not be so read, then applicant's first theory of fraud is that applicant's misrepresentation is rooted in the allegation, in the original ITU application, that opposer had a bona fide intention to use when it had, in fact, already made use for all the goods. Of course, opposer has already pointed out that from the Office's point of view, there is absolutely nothing wrong with an applicant

filing under intent to use and later asserting use dates which predate its filing date.⁴ See opposer's motion to dismiss, page 17, footnote 10. Such a practice is, we note, entirely consistent with the ability of an intent-to-use applicant, in defending an opposition, to attempt to prevail on the issue of priority by relying on proof of actual use prior to its filing date. See *Corporate Document Services Inc. v. I.C.E.D. Management Inc.*, 48 USPQ2d 1477, 1479 (TTAB 1998) ("Just as an applicant in a use-based application can rely, for purposes of priority in a proceeding such as this, upon use (including use analogous to trademark use) prior to the filing date of its application, or even prior to its claimed use dates, an intent-to-use applicant is entitled to rely upon actual use, or use analogous to trademark use, prior to the constructive use date of the intent-to-use application." *Footnote and citation omitted*). It would, of course, be entirely illogical to allow an opposed intent-to-use applicant to rely on proof of use prior to its filing date in defending an opposition, dismiss an opposition, issue the applicant a notice of allowance, and to later preclude that applicant from filing a statement of use relying on dates reflective of its actual use.

⁴ Opposer has also argued that there is a certain compelling logic in the practice, in that any party that has begun using a mark and is seeking registration of the mark likely has a bona fide intention to use the mark. We do not disagree, but the point has played no role in our decision of the pending motion.

The significance of this is that it demonstrates that even if opposer had actually used its mark on all its goods prior to filing for registration under intent to use, rather than on a claim of actual use, it would not have been material to the Office's determination whether to approve the application. Thus, the first theory of applicant's fraud claim must fail; we see no set of facts that applicant could prove in support of the theory that would entitle it to prevail.

We now turn to the second theory for the fraud basis for applicant's counterclaim. Under that theory, applicant does not target the statement in opposer's application of opposer's bona fide intent to use but, rather, the statement of use filed subsequently. Applicant maintains that the statement must be read as asserting use in commerce for each and every item in the various classes, as of the sole date of first use asserted in the SOU.⁵ Again, however, even if we assume applicant's reading of the statement is correct, it would not be material to the Office's decision whether to approve registration of opposer's mark. Applicant misreads the case law in reaching any contrary conclusion.

⁵ Opposer concedes that the SOU should be read as asserting the date of first use (1926) and date of first use in commerce (1978) applies to each class. Opposer denies that the SOU should be read as asserting those dates apply to each item in each class.

OPPOSITION NO. 0112001

The SOU filed by opposer clearly includes a statement, separate from the dates of first use and first use in commerce, that opposer was using the mark in commerce on all the goods at the time the SOU was filed. Even if opposer had not used the mark in commerce in 1978 for all the goods, but deliberately crafted a vaguely-worded SOU to mislead the examining attorney into thinking that opposer had done so, it would not have been material to the decision whether to approve the mark for registration. Opposer correctly relies on the following statement from CarX Service Systems, Inc. v. Exxon Corp., 215 USPQ 345, 351 (TTAB 1982): "A misstatement of the date of first use in the application is not fatal to the securing of a valid registration as long as there has been valid use of the mark prior to the filing date." (Citations to supporting authorities omitted.) This statement, of course, relates to registrations issuing on use-based applications. For an ITU application, there must be valid use on all goods prior to the filing of the SOU. See 37 C.F.R. § 2.88(c). Applicant's reading of the same case as requiring a different result is mistaken.

Applicant and opposer disagree as to whether the Trademark Rule 2.88 is permissive or mandatory in regard to its direction that an applicant who asserts a date of first use in commerce specify the item to which it relates, when it does not relate to all items. Even if we assume that

applicant is correct in arguing that the provision is mandatory, not permissive, we agree with opposer that its asserted failure to comply with the provision would not have been material to the determination of the registrability of the mark. Applicant has cited no authority to the contrary and we are not aware that any exists. As with the first theory underlying the fraud basis for applicant's counterclaim, we see no set of facts that applicant could prove in support of the theory that would entitle it to prevail.

We now turn to the third theory of fraud. Under this theory, construed liberally, applicant essentially is targeting the statement in the SOU that the opposer's mark was, when the SOU was filed, then in use in commerce on all of the identified goods. Under this third theory, the date of first use in commerce for at least some of the goods would be after the filing date of the SOU. If this were proved, it would, indeed, prove fatal to the registration, for reasons already discussed. However, the only basis for applicant's advancement of this theory stems from applicant's observation that opposer filed a separate application for an SC mark, for the same goods,⁶ in which

⁶ In fact, the subsequent application includes many more goods than the registration applicant seeks to cancel. For the sake of considering this argument, it does not matter whether the goods in the subsequent application are precisely the same or merely include the goods from opposer's registration.

the asserted date of first use in commerce [specifically, 1994] is after the filing date of the application that matured into opposer's registration. Thus, applicant has concluded "discovery may establish that [opposer] did not begin using the letters 'SC' in earnest as a trademark until 1993 or 1994." Response to opposer's motion to dismiss, page 13.

That the asserted date of first use in commerce in the subsequent application is after the *filing date* of the application that resulted in issuance of opposer's now challenged registration is immaterial, because it is the date of filing of the SOU that would be important. The SOU that resulted in issuance of the registration was not filed until January 20, 1994. Nonetheless, since the date of first use in commerce asserted in the subsequent application, for each class, is merely 1994, the USPTO would construe that date as December 31, 1994, i.e., a date after the filing date of the SOU in the earlier application. Of course, in any challenge to the subsequent application or any registration issuing thereon, opposer would be free to try and prove use prior to December 31, 1994, including use prior to January 20, 1994. See *Corporate Document Services*, *supra*. If opposer actually did prove use prior to January 20, 1994, it would undermine applicant's third theory of fraud.

Even if we assume that opposer could not show use of the stylized mark in its subsequent application until after January 20, 1994, this would be immaterial to any issue relating to the registered SC (in typed form) mark. The subsequent application deals with the mark in a particular form of interlocking, stylized lettering. If opposer did not use the mark SC in that form of lettering until 1994, it could not have asserted dates of use in commerce that would apply only to other forms of lettering. We see no objective basis for applicant's apparent conclusion that, because opposer did not begin using SC in a particular form of lettering until some time in 1994 that its existing registration which does not involve a claim of use of that form of lettering, is somehow called into question. This third theory of fraud represents, at best, a vague, subjective hope of applicant's that, during discovery, it may find some basis for a fraud claim. Even though the law allows for pleading elements of a fraud claim on information and belief, we do not believe it permits a fraud claim with no objective support to be pursued merely because an adversary has, in filing separate applications for different marks, set forth different dates of use.

The Claim Under Section 2(b) of the Statute

The second basis for applicant's counterclaim is its assertion that opposer's registration of the typed mark SC

constitutes registration of "other insignia" of the state of South Carolina.⁷ Much of the material submitted by the parties in briefing opposer's constructive motion for summary judgment has been submitted because it is perceived to have a bearing on applicant's claims under Section 2(b) and under Section 2(a), the latter of which is discussed infra.

In essence, opposer's motion for summary judgment seeks to establish, in regard to applicant's claim under Section 2(b), that the letters SC alone are not an official insignia of the state of South Carolina, in contrast to seals, flags, and other such items. To support its position, opposer relies on the registration of various marks consisting of or containing the letters SC as evidence that the letters alone cannot constitute an insignia of the state of South Carolina, or else the referenced registrations would not have been permitted to issue by the USPTO or be allowed to remain on the register without challenge by the state of South Carolina. By analogy, opposer also points to registrations that contain the letters US, to demonstrate

⁷ "Other insignia" is a catchall provision of Section 2(b). Though some of applicant's arguments in support of allowing this claim to proceed note that the letters SC are used on flags or in seals associated with the state of South Carolina, we do not believe applicant is claiming, or could claim, that the typed letters alone constitute a flag or coat of arms, i.e., the two specific types of indicia of governmental authority (of a state or of the United States) that are prohibited from registration by Section 2(b).

that those letters alone do not constitute an insignia of the United States, in contrast to the flag, seals, and other such symbols.

Applicant seeks either to have opposer's submissions disregarded as improperly submitted or discounted as unworthy of very much probative weight. The following passage from applicant's supplemental brief in response to opposer's constructive motion for summary judgment aptly summarizes applicant's position:

[D]espite [opposer's] failure to carry its burden of proof for a summary judgment motion, [applicant] has submitted contrary evidence to clearly establish the existence of a factual dispute. The letters "SC" have been adopted as an insignia or flag of the state of South Carolina. Specifically, *Exhibits 5, 9, 11, 13, 14, 15, 16, and 17* submitted herewith demonstrate that the letters "SC" appeared on flags, uniforms, and weaponry throughout the [sic] South Carolina's history. Further, at various times throughout its history, the state of South Carolina has utilized the letters "SC" as part of the state's seal. (See Exhibit 14). Finally, official institutions of the state of South Carolina have adopted and currently use the letters "SC" in connection with the work of the government of South Carolina. (See Exhibits 3-9, 11, and 13-17). As a result of its multiple evidentiary submissions, South Carolina has created a factual issue as to whether the letters "SC" form an insignia for the state of South Carolina. (Italics and underscoring by applicant.)

We agree with applicant that our case law prohibits opposer from introducing third-party registrations merely by list. However, opposer has introduced reprints of the information regarding these registrations from an Office

database, which is an acceptable means for making the registrations of record. As the moving party on the motion for summary judgment, opposer must show that there is no genuine dispute as to any material fact and that it is entitled to judgment as a matter of law. Opposer, having introduced eleven third-party registrations for the letters SC alone and having demonstrated that relevant case law interpreting the "other insignia" provision of Section 2(b) does not recognize initials per se as official insignia of a government, has shifted the burden of persuasion to applicant. Though applicant has made much material of record, it has failed to show that there is a genuine issue of material fact for trial and that opposer is not entitled to judgment under the applicable law dismissing the Section 2(b) claim.

The Board has held that Section 2(b) protection of "other insignia" of the United States "is restricted in its application to insignia of the same general class as 'the flag or coats of arms' of the United States." In re United States Department of the Interior, 142 USPQ 506, 507 (TTAB 1964). "The term 'national insignia,' as used in [15 U.S.C. §1052(b)], is restricted to the official symbols of a government." Vuitton et Fils S.A. v. J. Young Enterprises, Inc. et al., 212 USPQ 85, 89 (9th Cir. 1981). In a case involving initials, the Board held that "the initials of the

Marine Corps... cannot be construed as an 'other insignia of the United States' under Section 2(b) of the Lanham Act. The letters 'USMC' are nothing like a flag or coat of arms. These types of insignia are pictorial in nature, they can be described, but cannot be pronounced." U.S. Navy v. U.S. Manufacturing Co., 2 USPQ2d 1254, 1256 (TTAB 1987). Also, the Board has held that a "composite mark consisting of elements and symbols indicative of and used by the United States Postal Service... may not be regarded as an insignia of the United States Government, and, thereby, be refused registration under Section 2(b) of the Statute..." In re Brumberger Co., Inc., 200 USPQ 475, 477 (TTAB 1978).

While the case law we have referenced deals with the question of what qualifies as "other insignia" of the United States, we find these precedents illustrative of what will qualify as an "other insignia" of a state government. Thus, the initials of the state of South Carolina would not be considered an official insignia of the state. It is insufficient to establish that the initials are used by the U.S. Postal Service to direct mail to the state; each state establishes its own official symbols, seals, flags, and "other insignia," not the Postal Service or any other agency of the United States government. Likewise, it is insufficient to establish that the letters SC may be an element in designs, symbols or seals that could be

considered "other insignia," so that the letters alone might be considered "indicative" of the state. While opposer has shown that the initials SC per se have been registered by entities other than the state of South Carolina, applicant has not pointed to any countervailing evidence that creates a genuine issue of fact about whether the state of South Carolina has enacted any law, or taken any action, to assert that SC is one of the state's official symbols or insignia. Nor has applicant articulated any argument why we should draw an exception to the case law that holds that initials are not considered "other insignia" under Section 2(b).

The Claim Under Section 2(a) of the Statute

Though initials may not be protectible as "other insignia" under Section 2(b) of the Lanham Act, registration may nonetheless be refused if use is deceptive or falsely suggests a connection to a government or government entity. Compare U.S. Navy, *supra*, with Brumberger, *supra*. In the former, the Section 2(a) claim was dismissed; in the latter, it provided the basis for refusal of registration.

There is, however, a threshold problem, which neither party has addressed, and which prevents applicant from invoking its claim of false suggestion of a connection. A Section 2(a) claim of false suggestion of a connection must be pressed by the entity with which the challenged mark is uniquely associated. See, *Heroes Inc. v. Boomer Esiason*

Hero's Foundation, 43 USPQ2d 1193, 1197 (Dist. D.C. 1997) ("In other words, to raise a claim that a mark falsely suggests a connection with an institution under Section 2(a), the challenger must be the institution itself."). *Accord*, Estate of Biro v. Bic Corp., 18 USPQ2d 1382, 1385 (TTAB 1991) ("...a Section 2(a) plaintiff has standing by virtue of who the plaintiff is, that is, the plaintiff's personality or 'person.'"); National Aeronautics and Space Administration v. Bully Hill Vineyards Inc., 3 USPQ2d 1671, 1676 (TTAB 1987) ("While a party's interest in its identity does not depend for its existence on the adoption of and use of a technical trademark, a party must nevertheless have a protectible interest in a name (or its equivalent). Where a name claimed to be appropriated does not point uniquely and unmistakably to that party's personality or 'persona,' there can be no false suggestion.") (emphasis added).

Applicant does not claim that the letters SC falsely suggest a connection with applicant's persona or identity. Rather, applicant asserts that the letters SC falsely suggest a connection with the state of South Carolina. It is the state itself that would have to raise such a claim, not an agency thereof.⁸ Accordingly, the Section 2(a) basis for applicant's counterclaim also fails.

⁸ We acknowledge the decision of our primary reviewing court in Jewelers Vigilance Committee, Inc. v. Ullenberg Corp., 823 F.2d 490, 2 USPQ2d 2021 (Fed. Cir. 1987), which allowed a nonprofit

Even if applicant were able to pursue the Section 2(a) claim based on its argument that opposer's registered mark falsely suggests a connection with the state of South Carolina, we would find that opposer has shown that SC has been registered by numerous other entities and has, therefore, shifted the burden to applicant to show that there is a genuine issue for trial regarding whether the initials SC are uniquely and unmistakably associated with the state. Further, we would find that applicant has not established a genuine issue of fact for trial.

In so ruling, we repeat the following passage from an earlier Board decision involving initials of a governmental entity:

It seems unreasonable in this day and age where there is a plethora of governmental agencies and departments identified by their initials and a tendency of commercial organizations to adopt and use designations comprising the initial letters of the various components of their corporate names as trademarks for goods to preclude, in the absence of a statutory prohibition against any and all use of an abbreviation or name used by a particular governmental agency or department, the registration of the name or a similar term by a commercial organization where, as here, the circumstances surrounding such use are not

trade association to pursue Section 2(a) and Section 2(d) claims even though it had no proprietary interest of its own being asserted. It is unclear from that decision, however, what provision of Section 2(a) was at issue. In footnote 1, which recites the involved provisions of Section 2 of the Lanham Act, the only portion of Section 2(a) that is listed is the "immoral, deceptive, or scandalous matter" provision. Moreover, we believe Jewelers Vigilance is distinguishable on its facts, as that case involved an acknowledged "watchdog" for its industry and the members of the trade association. Applicant is not the "watchdog" for the state of South Carolina.

calculated or likely to mistakenly cause purchasers to associate such commercial activities with a governmental body.

Federal Bureau of Investigation v. Societe: "M. Brill & Co.", 172 USPQ 310, 315 (TTAB 1971), aff'd, 187 USPQ 685 (D.C.D.C. 1975).

In this regard, we also note that each class of goods in opposer's registration is restricted to sale through "university authorized channels of trade" or "sold at university-controlled outlets." Such restrictions tend to suggest that prospective purchasers of opposer's SC-branded goods will likely know they are goods of the University of Southern California or "Southern Cal." Applicant has not established why, notwithstanding these trade restrictions, there is an issue for trial about the likelihood that sales would be made in circumstances such that prospective purchasers would unmistakably draw an association between opposer's mark and the state of South Carolina.

Conclusion

Judgment is hereby entered in opposer's favor and applicant's counterclaim is dismissed in its entirety.⁹

Proceedings are resumed; discovery and trial dates are reset as follows.

⁹ We note, however, that insofar as the counterclaim is based on a claim of fraud, dismissal is without prejudice to re-filing on applicant's third theory for that claim, if applicant discovers specific facts or documents that would support a claim that opposer did not use its registered mark in commerce for each item

THE PERIOD FOR DISCOVERY TO CLOSE: November 7, 2003

Testimony period for party in
position of plaintiff to close February 5, 2004
(opening thirty days prior thereto)

Testimony period for party in
position of defendant to close April 5, 2004
(opening thirty days prior thereto)

Rebuttal testimony period to close May 20, 2004
(opening fifteen days prior thereto)

In each instance, a copy of the transcript of testimony together with copies of documentary exhibits, must be served on the adverse party within 30 days after completion of the taking of testimony. See Trademark Rule 2.125.

Briefs shall be filed in accordance with Trademark Rule 2.128(a) and (b). An oral hearing will be set only upon request filed as provided by Trademark Rule 2.129.

in each class of its registration prior to filing the SOU that led to issuance of opposer's registration.

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The Palmetto State established the South Carolina College on December 19, 1801, as part of an effort to unite South Carolinians in the wake of the American Revolution. South Carolina's leaders saw the new college as a way to promote "the good order and harmony" of the state. The founding of South Carolina's state college was also a part of the southern public college movement spurred by Thomas Jefferson. Within 20 years of one another, Georgia, North Carolina, South Carolina, and Virginia established state-supported colleges.

In the antebellum era, the Palmetto State generously supported the South Carolina College. The institution featured a cosmopolitan faculty, including such noted scholars as Europeans Francis Lieber and Thomas Cooper, as well as renowned American scholars John and Joseph LeConte. Offering a traditional classical curriculum, South Carolina College became one of the most influential colleges in the South before 1861, earning a reputation as the training ground for South Carolina's antebellum elite.

Then disaster struck. South Carolina's secession from the Union unleashed the devastation of civil war. The state and the South Carolina College paid dearly. The institution closed for want of students, and in the ensuing decades it struggled to regain the leading role in the region it had held during the antebellum era. State leaders revived the institution in 1866 with ambitious plans for a diverse university, but with a nearly empty state treasury, the institution failed to reach its former status.

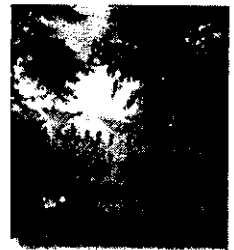
As Reconstruction from the Civil War proceeded in South Carolina, the General Assembly chose the first African Americans to serve on the University's Board of Trustees in 1868, and in 1873 the first black students enrolled. While politically controversial, this development was an extraordinary opportunity for South Carolinians at a time when opportunities for higher education were rare. The University of South Carolina became the only southern state university to admit and grant degrees to African-American students during the Reconstruction era.

Following the end of Reconstruction in 1877, South Carolina's conservative leaders closed the University. They reopened it in 1880 as an all-white agricultural college, and over the next 25 years the institution became enmeshed in the political upheaval of late 19th-century South Carolina. Carolina went through several reorganizations in which the curriculum frequently changed and its status shifted from college to university and back again.

In 1906, the institution was rechartered for the final time as the University of South Carolina. In the early decades of the 20th century, Carolina made strides toward becoming a comprehensive university, and in 1917 became the first state-supported college or university in South Carolina to earn regional accreditation. The 1920s witnessed further progress and growth, with the introduction of new colleges and degree programs,



USC Horseshoe gates



Maxcy Monument



McKissick Museum



East Quad Residence Hall

including the doctorate.

The Great Depression temporarily stalled this progress, but the outbreak of World War II launched an era that transformed the University. Carolina hosted Naval training programs during the war, and enrollment more than doubled in the post-war era as veterans took advantage of the G.I. Bill. In the 1950s, the University began recruiting national-caliber faculty and extended its presence beyond Columbia with the establishment of campuses in communities across South Carolina.

In 1963 the University of South Carolina became the university of all the people of South Carolina. As the result of a federal court order, on September 11, Henrie D. Monteith, Robert Anderson, and James Solomon became the first of an increasing number of African-American students to enroll at the University in the 20th century. In the ensuing years, Carolina underwent explosive growth as the "baby boom" generation entered college. Enrollment stood at 5,660 in 1960, but by 1979 had reached nearly 26,000 students on the Columbia campus alone. To meet the needs of these students and South Carolina's changing economy, the University put new emphasis on research and introduced innovative degree programs as well as a number of new schools and colleges. Carolina had become a true research university.

In the 1980s and 1990s, the University of South Carolina continued to develop its resources to better serve the Palmetto State. A concerted drive to achieve national recognition brought Carolina into the 21st century. In 2001, the University of South Carolina celebrated a legacy of 200 years of educating leaders for the future of South Carolina, the nation, and the world.

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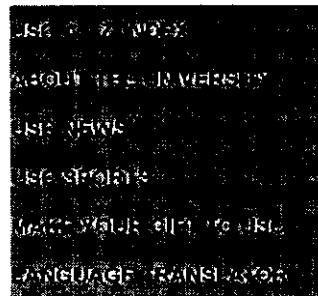
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An alphabetical listing of official USC



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WELCOME TO THE UNIVERSITY OF SOUTH CAROLINA

Chartered in 1801 as South Carolina College, the University still remains on its original site in Columbia, the state capital. The campus has grown from its origins of one building on the historic Horseshoe to 156 facilities on 351 acres. USC Columbia offers more than 350 undergraduate and graduate courses of study. Programs range from liberal arts and sciences to business, law, medicine, and other professional studies, many of which have been widely recognized for their academic excellence. Please plan to come for a visit and experience the University of South Carolina for yourself.

ADDITIONAL INFORMATION

University Highlights
USC Statistical Summary
University History
University Perspective
Mission Statement
Accreditation of Academic Programs

2002-2003 USC FACTS AND FIGURE

Administration: Board of Trustees

Campuses: 8

Enrollment: 37,307 (all campuses)

Faculty: 1,955 (full-time, all campuses)

Degrees Awarded: 7,279 (all campuses)

Alumni: more than 203,000 living alumni

USC COLUMBIA

Location: Columbia, South Carolina

Organization: 16 Colleges and School

Degree Programs: more than 350

Enrollment: 25,140 (Columbia campus)

Faculty: 1,431 (full-time, Columbia)

Degrees Awarded: 5,528 (Columbia)

In-State Tuition/Fees: \$5,778 (academic year)

Out-of-State Tuition/Fees: \$15,176 (academic year)

Endowment: \$292.5 million (June 2003)

Research Support: approx. \$130.8 million

Athletic Nickname: Gamecocks

School Colors: Garnet and Black

Alma Mater: "We Hail Thee Carolina"

Fight Song: "The Fighting Gamecocks Way"

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History



Los Angeles was little more than a frontier town in 1880 when it opened its doors to 53 students and 10 teachers. Then, the "city" paved streets, electric lights, telephones and a reliable fire alarm. Today, USC is located at the heart of one of the biggest metropolises in the world and is home to over 28,800 students and 3,800 faculty. Explore the timeline to discover the history of the oldest independent teaching and research university in the West.

Timeline of Key Events and Highlights in USC's History

1870s

Citizens in the frontier town of Los Angeles propose the creation of an institute of higher education.

1879

Judge Robert Maclay Widney forms a Board of Trustees; receives a 308 lot land donation from three community leaders—Charles F. Childs, a Protestant horticulturist; former California Governor John G. Downey, an Irish-Catholic businessman; and Isaias W. Hellman, a German-Jewish banker and philanthropist.

1880

The university formally opens, with 53 students and 10 teachers. Marion McKinley Bovard is named USC's first president, and the College of Letters, Arts and Sciences is established.

1884

USC School of Music is founded.

1885

USC's College of Medicine, the first in Southern California, is established, and the USC Alumni Association is formed. The College of Liberal Arts with eight members.

1887

The USC School of Fine Arts opens off-campus in the Palms.

- Arroyo.
- 1888 USC plays its first football game and trounces the opponent.
- 1892 Dr. Joseph P. Widney (brother of Robert Maclay Widney, dean of the USC College of Medicine) accepts the second presidency.
- 1895 George W. White becomes USC's third president.
- 1896 USC's law school begins when a group of apprentices form a voluntary association to study under a prominent attorney Brown Scott, head of the nascent institution, exhorts them to create a "law school of permanent character."
- 1897 The College of Dentistry of USC is established.
- 1902 The first school newspaper, the Cardinal, is published.
- 1903 George Finley Bovard (brother of USC's first president, McKim Bovard) is named USC's fourth president.
- 1905 USC's School of Pharmacy opens as the first in Southern California.
- 1906 The Department of Physics begins offering engineering courses, the forerunner to USC's College of Engineering, established.
- 1909 USC's Department of Education opens and nine years later achieves full school status.
- 1912 The university's spirited athletic team is dubbed the "Trojans." The Los Angeles Times sportswriter Owen R. Bird, and Greek letter organizations are established.
- 1915 Ten year old Teresa Van Grove enrolls at USC, making her the youngest Trojan.
- 1918 Mrs. Amy Winship, girlhood friend of Abraham Lincoln, enrolls at USC at age 87 and is fondly nicknamed "the oldest co-ed in the world."
- 1919 USC's Department of Architecture opens, becoming the first of its kind in Southern California.
- 1920 USC's School of Social Work opens. The USC School of Administration, the first business school in Southern California, also established.
- 1921 Rufus Bernhard von KleinSmid (affectionately known as "Rufus") becomes the university's fifth president.

- 1922
The music for USC's official fight song, "Fight On," is co-
USC dental student Milo Sweet as an entry in a Trojan Square
- 1924
USC establishes the nation's first School of International
and plays its first baseball game.
- 1925
USC's College of Engineering is established.
- 1927
USC's first Ph.D. degree is conferred to David Welty in the
Education.
- 1929
The USC School of Public Administration opens. USC's School
of Cinema is founded by Cecil B. DeMille as the nation's
program in cinematography. The program's first course in
"Introduction to Photoplay," features faculty members such
Griffith, Darryl Zanuck, and Douglas Fairbanks, Sr.
- 1930
A bronze statue of a Trojan soldier, fondly known now as
Trojan, is unveiled in celebration of USC's 50th anniversary.
Sculptor Roger Nobel Burnham enlists different USC football
players as models for Tommy's face and body, including
Saunders, Ernie Pinckert, Henry Becker and John Ward.
- 1937
Gil Kuhn becomes the first Trojan football player to be drafted
the pros by the Brooklyn Dodgers (at the time, a National
League team).
- 1939
The Hunchback of Notre Dame is released, featuring USC
Hall of Philosophy as the location for the famous bell tower.
- 1941
Six pranksters from USC's Sigma Phi Epsilon fraternity are
with UCLA's liberty bell after the opening game of the football
season, which ultimately results in the tradition of passing
between the rival schools.
- 1942
USC's Department of Occupational Therapy opens as one
programs of its kind in the country.
- 1943
In the midst of World War II, army barracks are built on the
campus. Some 2,000 military trainees on campus add to the
conditions.
- 1945
USC's Departments of Biokinesiology and Physical Therapy
established, as well as the Department of Drama by playwright
William C. DeMille (Cecil's brother).
- 1946
Rescued by a Trojan Knight from Santa Monica beach, a
stray dog is nicknamed George Tirebiter and becomes USC's
body mascot.

- 1947
Dr. Von passes the presidency of USC to Fred D. Fagg, Jr., sixth president, proposes university expansion. Enrollment increases from 8,500 to a staggering 24,000 in just two years.
- 1952
The first doctoral program in social work in the western United States opens at USC, as well as the Institute for Safety and Health Management—the first academic unit in the nation to offer programs in safety, human factors, and systems management.
- 1954
Young trumpet player and Trojan Marching Band member Alpert, works his way through two years of USC by playing at weddings and bar mitzvahs. In the same year, USC's first Greek Theater is held at the Greek Theater.
- 1958
Dr. Norman Topping becomes the seventh USC president during a period of dynamic growth for the university.
- 1961
USC establishes its Master Plan for Enterprise and Excellence in Education, an academic blueprint that helps the school gain membership in the Association of American Universities.
- 1966
The architecturally renowned Gamble House is deeded to USC in Pasadena in a joint agreement with the USC School of Architecture.
- 1970
John R. Hubbard becomes the eighth USC president. Under his leadership, applications for admission soar from 4,100 in 1969 to over 11,000 in 1979.
- 1972
The Joint Educational Project (JEP)—a program that combines academic coursework with community service—is launched, making it one of the oldest service-learning programs in the United States.
- 1971
The Annenberg School for Communication is established.
- 1974
The USC School of Urban and Regional Planning is established. The university's baseball team, under Coach Rod Dedeaux's leadership, wins its fifth straight NCAA title—a record that no other team has come close to achieving.
- 1975
The School of Gerontology, the first in the United States, is established.
- 1976
President Hubbard launches an overwhelmingly successful fundraising effort called "Toward Century II," which generates \$309,000,000.
- 1980
USC celebrates its centennial, and James H. Zumberge is named as the school's ninth president.
- 1981

- The Doheny Memorial Library celebrates acquisition of its millionth volume, a collection of plays by the Greek dramatist Aeschylus (the first edition to include the complete Agamemnon printed in 1557).
- 1984 The XXIIIrd Olympiad comes to Los Angeles, and the University of Southern California Campus is the site of the largest Olympic Village, hosting swimming, diving, and synchronized swimming competition.
- 1990 "The Campaign for USC," President Zumberge's ten year fundraising campaign, raises \$641.6 million and adds more than 100 new buildings.
- 1991 Steven B. Sample becomes USC's tenth and present president.
- 1993 \$120 million from Ambassador Walter Annenberg funds the construction of the USC Annenberg Center for Communication.
- 1994 USC Professor George Olah wins the Nobel Prize in Chemistry.
- 1998 \$112.5 million donation to the university establishes the Keck School of Medicine, the Mann Institute for Biomedical Engineering, and the university reaches its goal of over \$1 billion, completing its "Building on Excellence" 10 year goal two years early.
- 1998 USC's School of Policy, Planning, and Development is established through the joining of the School of Public Administration, the School of Urban Planning and Development at the University of Southern California.
- 1999 USC's medical school receives a \$110 million donation and is renamed the Keck School of Medicine of USC.
- 2000 For its outstanding community service, USC is named Co-Recipient of the Year 2000 by *Time* magazine and *The Princeton Review*.
- 2001 USC's Robert Zemeckis Center for Digital Arts opens, the first and only fully digital training facility for student film production.

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NCAA ACCUMULATED ATTENDANCE REPORT

November 11, 2003

AVERAGE ATTENDANCE

Division Rank	IA Name	Accum Attendance	Accum Percent Capacity	Avg Attendance	Sum Stad Capacity	Total Games
1	Michigan	664311	102.99	110719	645006	6
2	Tennessee	530550	101.95	106110	520395	5
3	Penn St.	632938	99.02	105490	639222	6
4	Ohio St.	733677	103.19	104811	710976	7
5	Georgia	368232	100.06	92058	368000	4
6	LSU	544604	99.09	90767	549600	6
7	Florida	450653	101.79	90131	442740	5
8	Auburn	510359	98.83	85060	516378	6
9	Oklahoma	500296	102.94	83383	486000	6
10	Texas	416438	104.00	83288	400410	5
11	Alabama	498508	99.13	83085	502908	6
12	Florida St.	415041	101.23	83008	410000	5
13	Notre Dame	403975	100.00	80795	403975	5
14	South Carolina	481244	99.95	80207	481500	6
15	Wisconsin	390217	101.84	78043	383170	5
16	Nebraska	466262	105.13	77710	443508	6
17	Clemson	457000	93.49	76167	488838	6
18	Southern California	299788	81.46	74947	368000	4
19	Texas A&M	449609	90.72	74935	495600	6
20	Michigan St.	437692	101.28	72949	432162	6
21	Washington	428792	98.57	71465	435000	6
22	Arkansas	657688	91.35	65769	720000	10
23	Virginia Tech	390690	100.00	65115	390690	6
24	Iowa	390187	92.38	65031	422382	6
25	Kentucky	388724	95.94	64787	405180	6
26	Miami (Fla.)	319244	88.29	63849	361595	5
27	Brigham Young	304517	93.70	60903	325000	5
28	Virginia	243076	98.81	60769	246000	4
29	Pittsburgh	294697	90.68	58939	325000	5
30	Purdue	410176	93.75	58597	437500	7
31	Missouri	233056	85.24	58264	273396	4
32	Oregon	288105	107.10	57621	269000	5
33	UCLA	283730	59.73	56746	475000	5
34	Mississippi	333009	91.62	55502	363480	6
35	Arizona St.	269990	73.31	53998	368280	5
36	Illinois	267078	77.14	53416	346245	5
37	North Carolina St.	319119	103.27	53187	309000	6
38	Georgia Tech	209826	95.38	52457	220000	4
39	West Virginia	261779	82.45	52356	317500	5
40	Maryland	256391	106.71	51278	240275	5
41	Colorado	249094	97.80	49819	254710	5
42	Texas Tech	244515	96.84	48903	252500	5
43	North Carolina	234800	78.27	46960	300000	5
44	Kansas St.	327193	91.65	46742	357000	7
45	Mississippi St.	232418	84.39	46484	275410	5
46	Iowa St.	276780	100.69	46130	274884	6
47	Oklahoma St.	273257	89.98	45543	303684	6


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Bare Bones 101: A Very Basic Web Search Tutorial

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Description: A tutorial from the University of South Carolina on searching the web, with information on search...

Category: [Computers](#) > [Internet](#) > [Searching](#) > [Help and Tutorials](#)

[www.sc.edu/beaufort/library/bones.html](#) - 9k - [Cached](#) - [Similar pages](#)

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South Carolina State Government

South Carolina State Government. Our Web Site Has Moved to a New Location at: <http://www.myscgov.com/>. Please Update Your Bookmarks.

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SC Magazine

[www.scmagazine.com/](#) - 1k - [Cached](#) - [Similar pages](#)

SC Department of Natural Resources Home Page

... Please call 1-800-922-5431. South Carolina Department of Natural Resources Rembert C. Dennis Building, 1000 Assembly Street, Columbia, SC 29201. ...

Description: Provides information about outdoor sporting, departmental news, and employment opportunities.

Category: [Recreation](#) > [Outdoors](#) > [Hunting](#) > [Regulations](#) > [United States](#)

[www.dnr.state.sc.us/](#) - 20k - Nov 12, 2003 - [Cached](#) - [Similar pages](#)

SC Johnson is a family company that specializes in the ...

SC Johnson is a family company that that has been creating innovative cleaning products such as Windex, Ziploc, Pledge, Glade, and Edge for over 100 years. ...

[www.scjohnsonwax.com/](#) - 25k - Nov 12, 2003 - [Cached](#) - [Similar pages](#)

Whois Source - Wildcard Domain Search Lookup

... Searching all Active/Deleted .COM .NET .ORG .INFO .BIZ .US Domains 34,711,735 Active 18,799,699 Deleted Internet Statistics Registered Whois.sc users: 32,853 Un ...

Description: Domain name search tool that allows a wildcard search.

[www.whois.sc/](#) - 12k - [Cached](#) - [Similar pages](#)

www.romingerlegal.com/state/southcarolina.html - 30k - Nov 12, 2003 - Cached - Similar pages

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www.sc-conference.org/sc2003/ - 5k - Cached - Similar pages

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<http://www.google.com/search?hl=en&ie=UTF-8&oe=UTF-8&q=sc&btnG=Google+Sea...> 11/13/2003



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SC

Goods and Services

IC 041. US 107. G & S: educational services; namely, providing courses of instruction at the college level. FIRST USE: 19790700. FIRST USE IN COMMERCE: 19790700

Mark Drawing Code

(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design Search Code

070104 270305

Serial Number

74338414

Filing Date

December 9, 1992

Current Filing Basis

1A

Original Filing Basis

1A

Published for Opposition

May 18, 1993

Registration Number

1787148

Registration Date August 10, 1993

Owner (REGISTRANT) Spelman College CORPORATION GEORGIA 350 Spelman Lane, S.W. Atlanta GEORGIA 303144399

Attorney of Record John W. Behringer

Type of Mark SERVICE MARK

Register PRINCIPAL

Affidavit Text SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20031107.

Renewal 1ST RENEWAL 20031107

Live/Dead Indicator LIVE

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SC

Goods and Services

IC 016. US 038. G & S: alumni magazines. FIRST USE: 19790100. FIRST USE IN COMMERCE: 19790100

Mark Drawing Code

(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design Search Code 070104 270305**Serial Number**

74338417

Filing Date

December 9, 1992

Current Filing Basis

1A

Original Filing Basis

1A

Published for Opposition

May 18, 1993

Registration Number

1786745

Registration Date

August 10, 1993

Owner

(REGISTRANT) Spelman College CORPORATION GEORGIA 350 Spelman Lane, S.W. Atlanta GEORGIA 303144399

Attorney of Record John W. Behringer
Type of Mark TRADEMARK
Register PRINCIPAL
Affidavit Text SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20031106.
Renewal 1ST RENEWAL 20031106
Live/Dead Indicator LIVE

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SC

Goods and ServicesIC 042. US 100. G & S: college bookstore services. FIRST USE: 19900900.
FIRST USE IN COMMERCE: 19900900**Mark Drawing Code**

(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design Search Code 070104 270305**Serial Number** 74338407**Filing Date** December 9, 1992**Current Filing Basis** 1A**Original Filing Basis** 1A**Published for Opposition** May 18, 1993**Registration Number** 1787231**Registration Date** August 10, 1993**Owner** (REGISTRANT) Spelman College CORPORATION GEORGIA 350 Spelman Lane, S.W. Atlanta GEORGIA 303144399

Attorney of Record JOHN W BEHRINGER
Type of Mark SERVICE MARK
Register PRINCIPAL
Affidavit Text SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20031105.
Renewal 1ST RENEWAL 20031105
Live/Dead Indicator LIVE

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SC

Goods and Services

IC 016. US 002. G & S: plastic shopping bags for merchandise packaging. FIRST USE: 19900900. FIRST USE IN COMMERCE: 19900900

Mark Drawing Code

(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design Search Code

070104 270305

Serial Number

74338579

Filing Date

December 9, 1992

Current Filing Basis

1A

Original Filing Basis

1A

Published for Opposition

June 15, 1993

Registration Number

1791595

Registration Date

September 7, 1993

Owner

(REGISTRANT) Spelman College CORPORATION GEORGIA 350 Spelman

Lane, S.W. Atlanta GEORGIA 303144399
Attorney of Record John W. Behringer
Type of Mark TRADEMARK
Register PRINCIPAL
Affidavit Text SECT 8 (6-YR). SECTION 8(10-YR) 20031107.
Renewal 1ST RENEWAL 20031107
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Word Mark SC

Goods and Services IC B . US B . G & S: certification of entertainment services rendered through the medium of motion pictures and television programs. FIRST USE: 19940622. FIRST USE IN COMMERCE: 19940622

Mark Drawing Code (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design Search Code 261101 261103

Serial Number 75049232

Filing Date January 26, 1996

Current Filing Basis 1A

Original Filing Basis 1A

Published for Opposition April 22, 1997

Registration Number 2078692

Registration July 15, 1997

Date

Owner (REGISTRANT) Viewer Advisories Inc. NOT-FOR-PROFIT CORPORATION NEW YORK 75 Rockefeller Plaza New York NEW YORK 10019

Attorney of Record ROBERT T SCHERER

Type of Mark CERTIFICATION MARK

Register PRINCIPAL

Affidavit Text SECT 15. SECT 8 (6-YR).

Other Data The certification mark, as used by authorized persons and as legitimately controlled by applicant, certifies that the motion picture or television program in connection with which the certification mark is used contains "strong sexual content", that is, material in which the primary subject matter is of a sexual and/or erotic nature or theme.

Live/Dead Indicator LIVE

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Word Mark	SC
Goods and Services	IC 014. US 002 027 028 050. G & S: jewelry. FIRST USE: 19950700. FIRST USE IN COMMERCE: 19950700
Mark Drawing Code	(5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM
Serial Number	75218678
Filing Date	December 26, 1996
Current Filing Basis	1A
Original Filing Basis	1A
Published for Opposition	June 17, 1997
Registration Number	2095375
Registration Date	September 9, 1997
Owner	(REGISTRANT) SCOTT'S CREATIONS, INC. CORPORATION CALIFORNIA 650 SOUTH HILL STREET SUITE 610 LOS ANGELES CALIFORNIA 90014
Type of Mark	TRADEMARK

Register PRINCIPAL
Affidavit Text SECT 8 (6-YR).
Live/Dead Indicator LIVE

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**Word Mark**

SC

Goods and Services

IC 001. US 001 005 006 010 026 046. G & S: natural resins and triglycerides for use in manufacture of processed foods. FIRST USE: 19890101. FIRST USE IN COMMERCE: 19980100

IC 003. US 001 004 006 050 051 052. G & S: essential oils for use in manufacture of processed foods. FIRST USE: 19890101. FIRST USE IN COMMERCE: 19980100

Mark Drawing Code

(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design Search Code

261110 261121

Serial Number

75105310

Filing Date

May 16, 1996

Current Filing Basis

1A

Original Filing Basis

1B

Published for Opposition

August 4, 1998

Registration Number 2269347
Registration Date August 10, 1999
Owner (REGISTRANT) NORAC TECHNOLOGIES INC. CORPORATION CANADA
#12, 4920 - 91A Street Edmonton, Alberta CANADA T6E 5V2
Attorney of Record DOUGLAS B THOMPSON
Type of Mark TRADEMARK
Register PRINCIPAL
Live/Dead Indicator LIVE

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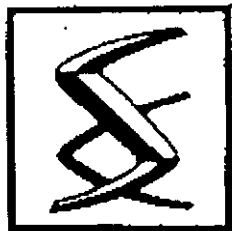
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SC

Goods and Services

IC 042. US 100 101. G & S: automobile dealership services of specialty vehicles, namely, limousines and funeral coaches. FIRST USE: 19600100. FIRST USE IN COMMERCE: 19600100

Mark Drawing Code

(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design Search Code

260902 261712

Serial Number

75040217

Filing Date

January 4, 1996

Current Filing Basis

1A

Original Filing Basis

1A

Published for Opposition

September 24, 1996

Registration Number

2023818

Registration

December 17, 1996

Date**Owner**

(REGISTRANT) SUPERIOR OF OHIO, INC. DBA S & S/SUPERIOR OF OHIO, INC. CORPORATION DELAWARE P. O. Box 1981 Lima OHIO 458021981

(LAST LISTED OWNER) ACCUBUILT, INC. CORPORATION BY ASSIGNMENT DELAWARE 2550 CENTRAL POINT PARKWAY LIMA OHIO 45804

**Assignment
Recorded**

ASSIGNMENT RECORDED

**Attorney of
Record**

PATRICIA B HOGAN

**Description of
Mark**

The mark consists of the letters "SC" stylized.

Type of Mark

SERVICE MARK

Register

PRINCIPAL

Affidavit Text

SECT 15. SECT 8 (6-YR).

**Live/Dead
Indicator**

LIVE

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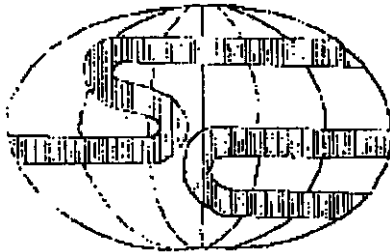
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SC

Goods and Services

IC 037. US 100 103 106. G & S: installation and maintenance of voice and data communications cabling systems. FIRST USE: 19840700. FIRST USE IN COMMERCE: 19840700

Mark Drawing Code

(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design Search Code

010725

Serial Number

74701936

Filing Date

July 17, 1995

Current Filing Basis

1A

Original Filing Basis

1A

Published for Opposition

August 13, 1996

Registration Number

2013366

Registration

November 5, 1996

Date

Owner (REGISTRANT) Spectrum Communications Cabling Services, Inc.
CORPORATION CALIFORNIA 226 NORTH LINCOLN AVE. Corona
CALIFORNIA 92882

**Description of
Mark**

The mark consists, in part, of the letters "SC". The mark is lined for the color red.

Type of Mark

SERVICE MARK

Register

PRINCIPAL

Affidavit Text

SECT 8 (6-YR).

**Live/Dead
Indicator**

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Typed Drawing**Word Mark** SC

Goods and Services IC 009. US 021 023 026 036 038. G & S: special purpose electronic data terminals, telephones and data communications devices which accept smart cards, credit cards and debit cards and other authorization devices, for processing, authorizing and transferring credit and debit card transactions, payments, account balances, financial data, and similar financial transaction information and approval systems. FIRST USE: 19950500. FIRST USE IN COMMERCE: 19950500

Mark Drawing Code (1) TYPED DRAWING

Serial Number 74597225

Filing Date November 10, 1994

Current Filing Basis 1A

Original Filing Basis 1B

Published for Opposition September 10, 1996

Registration Number 2133623

Registration Date February 3, 1998

Owner (REGISTRANT) VERIFONE, INC. CORPORATION DELAWARE Three Lagoon

Drive Redwood City CALIFORNIA 94065

**Assignment
Recorded** ASSIGNMENT RECORDED**Attorney of
Record** Martin R. Greenstein**Type of Mark** TRADEMARK**Register** PRINCIPAL**Live/Dead
Indicator** LIVE

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SC

Goods and Services

IC 014. US 038. G & S: southwestern-style silver jewelry. FIRST USE: 19790101. FIRST USE IN COMMERCE: 19790101

Mark Drawing Code

(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design Search Code

011506 260106 260328 261127

Serial Number

74510240

Filing Date

April 5, 1994

Current Filing Basis

1A

Original Filing Basis

1A

Published for Opposition

January 31, 1995

Registration Number

1891004

Registration Date

April 25, 1995

Owner

(REGISTRANT) Silver Cloud, Inc. CORPORATION NEW MEXICO 3334

PRINCETON NE Albuquerque NEW MEXICO 87107

Attorney of Record John R. Lansdowne**Description of Mark** The mark consists in part of a stylized representation of a cloud.**Type of Mark** TRADEMARK**Register** PRINCIPAL**Affidavit Text** SECT 15. SECT 8 (6-YR).**Live/Dead Indicator** LIVE

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[Start](#)List At: OR [Jump](#)to record: **Record 319 out of 604**[Check Status](#)*(TARR contains current status, correspondence address and attorney of record for this mark. Use the "Back" button of the Internet Browser to return to TESS)***Word Mark**

SC

Goods and Services

IC 009. US 021 023 026 036 038. G & S: printed circuit board assemblies, flex assemblies and electro-mechanical servo assemblies. FIRST USE: 19780930. FIRST USE IN COMMERCE: 19780930

IC 037. US 100 103 106. G & S: installation, maintenance, refurbishing and repair of electronic products. FIRST USE: 19780930. FIRST USE IN COMMERCE: 19780930

IC 040. US 100 103 106. G & S: manufacture and assembly of electronic products to order and specification of others, systems integration services in the electronics field. FIRST USE: 19780930. FIRST USE IN COMMERCE: 19780930

IC 042. US 100 101. G & S: design and testing of new products for others; product development. FIRST USE: 19780930. FIRST USE IN COMMERCE: 19780930

Mark Drawing Code

(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design Search Code

010525 011503 261712

Serial Number

74498351

Filing Date March 8, 1994
Current Filing Basis 1A
Original Filing Basis 1A
Published for Opposition September 19, 1995
Registration Number 1940474
Registration Date December 12, 1995
Owner (REGISTRANT) Solelectron Corporation CORPORATION CALIFORNIA 777 Gibraltar Drive Milpitas CALIFORNIA 95035

(LAST LISTED OWNER) SOLECTRON CORPORATION CORPORATION BY MERGER DELAWARE 847 GIBRALTAR DRIVE MILPITAS CALIFORNIA 95035

Assignment Recorded ASSIGNMENT RECORDED
Attorney of Record HAROLD J MILSTEIN
Type of Mark TRADEMARK. SERVICE MARK
Register PRINCIPAL
Affidavit Text SECT 15. SECT 8 (6-YR).
Live/Dead Indicator LIVE

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SC

Goods and Services

IC 035. US 100 101 102. G & S: Business management services, namely, transportation management and logistics services. FIRST USE: 19680000. FIRST USE IN COMMERCE: 19680000

IC 039. US 100 105. G & S: Warehousing services; freight transportation by truck and train; and consultation services related thereto. FIRST USE: 19680000. FIRST USE IN COMMERCE: 19680000

Mark Drawing Code

(5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM

Serial Number

75506013

Filing Date

June 22, 1998

Current Filing Basis

1A

Original Filing Basis

1A

Published for Opposition

August 3, 1999

Registration Number

2288787

Registration Date October 26, 1999
Owner (REGISTRANT) Saddle Creek Corporation CORPORATION FLORIDA 3010
Saddle Creek Corporation Lakeland FLORIDA 33801
Description of Mark The mark consists of a stylized "S" and "C".
Type of Mark SERVICE MARK
Register PRINCIPAL
Live/Dead Indicator LIVE

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Typed Drawing

Word Mark	SC
Goods and Services	IC 010. US 026 039 044. G & S: PORTABLE PATIENT MONITORS. FIRST USE: 19950400. FIRST USE IN COMMERCE: 19960200
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	75394120
Filing Date	November 21, 1997
Current Filing Basis	1A
Original Filing Basis	1A
Published for Opposition	March 23, 1999
Registration Number	2252887
Registration Date	June 15, 1999
Owner	(REGISTRANT) Siemens Medical Systems, Inc. CORPORATION DELAWARE 186 Wood Avenue South Iselin NEW JERSEY 08830
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	LAWRENCE E ABELMAN
Type of Mark	TRADEMARK

Register PRINCIPAL
Live/Dead
Indicator LIVE

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**Word Mark** SC

Goods and Services IC 036. US 100 101 102. G & S: insurance brokerage services in the field of health, accident, property and worker's compensation; insurance underwriting services in the field of health, accident, property, and worker's compensation. FIRST USE: 19950601. FIRST USE IN COMMERCE: 19950601

Mark Drawing Code (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design Search Code 260901

Serial Number 75342195

Filing Date August 18, 1997

Current Filing Basis 1A

Original Filing Basis 1A

Published for Opposition May 11, 1999

Registration Number 2266162

Registration Date August 3, 1999
Owner (REGISTRANT) Stirling Cooke Brown Holdings Limited CORPORATION
BERMUDA Victoria Hall, 3rd Floor 11 Victoria Street Hamilton HM 11 BERMUDA
Attorney of Record RICHARD J MCKENNA
Type of Mark SERVICE MARK
Register PRINCIPAL
Live/Dead Indicator LIVE

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SC

Goods and Services

IC 025. US 022 039. G & S: sportswear, namely, men's and women's shirts and T-shirts, as well as authentic sports car racing team uniforms and pit crew shirts. FIRST USE: 19970300. FIRST USE IN COMMERCE: 19970300

Mark Drawing Code

(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design Search Code

071107 180501 261101

Serial Number

75323239

Filing Date

July 9, 1997

Current Filing Basis

1A

Original Filing Basis

1A

Published for Opposition

September 22, 1998

Registration Number

2210480

Registration

December 15, 1998

Date

Owner (REGISTRANT) Professional SportsCar Racing, Inc. CORPORATION
DELAWARE 3502 Henderson Blvd. Tampa FLORIDA 33609

Attorney of Record REX B STRATTON

Description of Mark The mark consists in part of the letters "SC". The stippling is for shading purposes only and does not indicate color.

Type of Mark TRADEMARK

Register PRINCIPAL

Live/Dead Indicator LIVE

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Word Mark	SC
Goods and Services	IC 009. US 021 023 026 036 038. G & S: computer hardware and software for mass data storage, mass data retrieval, data protection, and data storage management. FIRST USE: 19970000. FIRST USE IN COMMERCE: 19970000
Mark Drawing Code	(5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM
Serial Number	75321026
Filing Date	July 8, 1997
Current Filing Basis	1A
Original Filing Basis	1B
Published for Opposition	December 15, 1998
Registration Number	2437347
Registration Date	March 20, 2001
Owner	(REGISTRANT) STORAGE COMPUTER CORPORATION CORPORATION

DELAWARE 11 Riverside Street Nashua NEW HAMPSHIRE 03062

**Attorney of
Record**

MICHAEL J BUJOLD

**Description of
Mark**

The mark consists of the stylized letters "SC".

Type of Mark

TRADEMARK

Register

PRINCIPAL

**Live/Dead
Indicator**

LIVE

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SC

Goods and Services

IC 039. US 100 105. G & S: freight transportation by air, land; and warehousing services. FIRST USE: 19940600. FIRST USE IN COMMERCE: 19940600

Mark Drawing Code

(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design Search Code

010525 011502 011503

Serial Number

75270330

Filing Date

April 7, 1997

Current Filing Basis

1A

Original Filing Basis

1B

Published for Opposition

January 6, 1998

Registration Number

2194308

Registration Date

October 6, 1998

Owner

(REGISTRANT) Solectron Corporation CORPORATION DELAWARE 847

Gibraltar Drive Milipitas CALIFORNIA 95035

Attorney of Record ANDREW P BRIDGES

Prior Registrations 1940474

Description of Mark The mark consists of a sun design and the stylized letters "S" and "C".

Type of Mark SERVICE MARK

Register PRINCIPAL

Live/Dead Indicator LIVE

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Word Mark

SC

Goods and Services

IC 016. US 002 005 022 023 029 037 038 050. G & S: RELIGIOUS BOOKS, RELIGIOUS BROCHURES AND MINISTRY DEVELOPMENT PROGRAM GUIDES. FIRST USE: 19980412. FIRST USE IN COMMERCE: 19980424

IC 041. US 100 101 107. G & S: EDUCATIONAL SERVICES, NAMELY CONDUCTING CLASSES AND SEMINARS IN CONNECTION WITH DEVELOPING AND MANAGING CHURCH MINISTRIES. FIRST USE: 19981001. FIRST USE IN COMMERCE: 19981017

IC 025. US 022 039. G & S: CLOTHING, NAMELY T-SHIRTS, HATS, SWEATSHIRTS, AND GOLF SHIRTS. FIRST USE: 19980412. FIRST USE IN COMMERCE: 19980412

Mark Drawing Code

(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design Search Code

241325 261103 261121

Serial Number

75790020

Filing Date

September 23, 1999

Current Filing

Basis 1A
Original Filing Basis 1A
Published for Opposition April 18, 2000
Registration Number 2366419
Registration Date July 11, 2000
Owner (REGISTRANT) SOUTHEAST CHRISTIAN CHURCH OF JEFFERSON COUNTY, KENTUCKY, INC. CORPORATION KENTUCKY 920 BLANKENBAKER PARKWAY LOUISVILLE KENTUCKY 402431845
Attorney of Record GREGORY L. DAVIS
Description of Mark The mark consists of a cross superimposed over stylized letters "SC".
Type of Mark TRADEMARK. SERVICE MARK
Register PRINCIPAL
Live/Dead Indicator LIVE

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Word Mark	SC
Goods and Services	IC 024. US 042 050. G & S: BLANKETS. FIRST USE: 19990328. FIRST USE IN COMMERCE: 19990415
Mark Drawing Code	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design Search Code	261110
Serial Number	75709981
Filing Date	May 20, 1999
Current Filing Basis	1A
Original Filing Basis	1A
Published for Opposition	December 26, 2000
Registration Number	2436352
Registration Date	March 20, 2001
Owner	(REGISTRANT) Signature Creations, L.L.C. LIMITED LIABILITY COMPANY

TEXAS 5313 Valleydale Drive Flower Mound TEXAS 75028

**Attorney of
Record**

MOLLY BUCK RICHARD

Type of Mark

TRADEMARK

Register

PRINCIPAL

**Live/Dead
Indicator**

LIVE

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**Word Mark** SC

Goods and Services IC 037. US 100 103 106. G & S: aircraft modification, repair and maintenance; namely, converting helicopters and fixed wing aircraft from piston engines to gas turbine engines; maintenance and repair of aircraft components; and heliport construction services. FIRST USE: 19760125. FIRST USE IN COMMERCE: 19760125

IC 042. US 100 101. G & S: aircraft engineering research and development services. FIRST USE: 19760125. FIRST USE IN COMMERCE: 19760125

Mark Drawing Code (5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM

Serial Number 75709779**Filing Date** May 20, 1999**Current Filing Basis** 1A**Original Filing Basis** 1A**Published for Opposition** December 14, 1999**Registration**

Number 2326763
Registration Date March 7, 2000
Owner (REGISTRANT) Soloy Corporation CORPORATION WASHINGTON 450 Pat Kennedy Way, SW Olympia WASHINGTON 98501
Attorney of Record Anne W Glazer
Prior Registrations 1743583;1743800
Description of Mark The Mark consists of the stylized letters "SC" forming an ornithic head and torso.
Type of Mark SERVICE MARK
Register PRINCIPAL
Live/Dead Indicator LIVE

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IC 003. US 001 004 006 050 051 052. G & S: Skin care preparations, namely, transdermal patches containing skin lotions, skin lotions, skin creams, skin masks, skin serums, skin scrubs, skin oils and skin bath solutions; cosmetics, namely, moisturizers, foundation, mascara, concealer, eye shadow, blush, powder, creams, lipstick and lip liners. FIRST USE: 19980922. FIRST USE IN COMMERCE: 19980922

IC 035. US 100 101 102. G & S: On-line retail ordering services featuring health-related, fitness-related, comfort-related and convenience-related products, namely, cosmetics; skin care products; hair care preparations and appliances; hair removal preparations and appliances; nail care preparations and appliances; non-prescription pharmaceutical preparations; sanitary preparations and products; maternity supplements, accessories and clothing; hosiery; elastic supports and bandages; diabetic treatment and monitoring products; hot and cold treatments; first aid kits and supplies; personal and medical identification products; personal alarms and safety devices; dental preparations and apparatus; oral hygiene preparations and apparatus; eyecare preparations; eyewear and eyewear accessories; ear and hearing apparatus and preparations; footcare products; pregnancy test kits; ovulation devices; pelvic exercisers; incontinence products; breast augmentation preparations and devices; bras; nursing preparations and devices; infant care and nursery products; fetal monitors and instruments; accupressure devices; therapeutic jewelry; aromatherapy solutions and products; posture and alignment

apparatus; therapeutic light and sound devices; magnetic and metal therapy products; pillows; linens; nutritional bars, liquids, powders, snacks and diet programs; vitamins and minerals; herbs; nutritional supplements; health food preparation accessories and appliances; health and fitness books, publications, videotapes and audiotapes; exercise equipment for aerobic, aquatic, cardiovascular, strength and muscle tone training; fitness footwear and clothing; health and body monitors and analyzers; bedding and sleep systems; beds, cushions and mattresses; mobility aids; sleep aids; sanitary disposal devices; bathing assistance accessories; beauty aids; massage and whirlpool devices; air and water purification devices; cleaning appliances and supplies; beauty aids and mirrors. FIRST USE: 19980926. FIRST USE IN COMMERCE: 19980926

IC 042. US 100 101. G & S: On-line information services featuring health and personal care information accessible through the use of a global computer information network. FIRST USE: 19980926. FIRST USE IN COMMERCE: 19980926

IC 005. US 006 018 044 046 051 052. G & S: transdermal patches containing skin vitamins. FIRST USE: 19980922. FIRST USE IN COMMERCE: 19980922

Mark	
Drawing Code	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design Search Code	261120 261121
Serial Number	75666122
Filing Date	March 23, 1999
Current Filing Basis	1A
Original Filing Basis	1A
Published for Opposition	February 20, 2001
Registration Number	2450522
Registration Date	May 15, 2001
Owner	(REGISTRANT) Medical SelfCare, Inc. CORPORATION CALIFORNIA 2000 Powell Street, Suite 1350 Emeryville CALIFORNIA 946081858
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	SUSAN E. HOLLANDER
Prior Registrations	1662455;1816245;1816246;1969004;2218911;2222964;2249604
Type of Mark	TRADEMARK. SERVICE MARK
Register	PRINCIPAL

**Live/Dead
Indicator** LIVE

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Word Mark	SC
Goods and Services	IC 007. US 013 019 021 023 031 034 035. G & S: SPINNING BOXES FOR SPINNING MACHINES FOR USE IN THE TEXTILE INDUSTRY. FIRST USE: 19971200. FIRST USE IN COMMERCE: 19971200
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	75611456
Filing Date	December 23, 1998
Current Filing Basis	1A
Original Filing Basis	1A
Published for Opposition	June 6, 2000
Registration Number	2380600
Registration Date	August 29, 2000
Owner	(REGISTRANT) SPINDELFABRIK SUESSEN, SCHURR, STAHLER & GRILL GmbH CORPORATION FED REP GERMANY Dammstrasse 1 D 73079 SUSEN FED REP GERMANY
Attorney of Record	Donald D. Evenson
Type of Mark	TRADEMARK

Register PRINCIPAL
Live/Dead
Indicator LIVE

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Word Mark

SC

Translations

The Greek letter in the drawing may be state into English as "PSI".

Goods and Services

IC 042. US 100 101. G & S: Mental Health - Psychological Counseling Services.
FIRST USE: 19970600. FIRST USE IN COMMERCE: 19970600

Mark Drawing Code

(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design Search Code

031510 031519 031525 240304 260101 280105

Serial Number

75879066

Filing Date

December 21, 1999

Current Filing Basis

1A

Original Filing Basis

1A

Published for Opposition

May 22, 2001

Registration Number

2484565

Registration Date September 4, 2001

Owner (REGISTRANT) SENIOR CONNECTIONS OF HOUSTON, P.C.
CORPORATION TEXAS 16365 PARK TEN PLACE, SUITE 150 HOUSTON
TEXAS 77084

**Attorney of
Record** David M. Ostfeld

Type of Mark SERVICE MARK

Register PRINCIPAL

**Live/Dead
Indicator** LIVE

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SC

Goods and Services

IC 033. US 047 049. G & S: wine. FIRST USE: 19901000. FIRST USE IN COMMERCE: 19901000

Mark Drawing Code

(5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM

Serial Number

75084834

Filing Date

April 8, 1996

Current Filing Basis

1A

Original Filing Basis

1A

Published for Opposition

June 24, 1997

Registration Number

2096854

Registration Date

September 16, 1997

Owner(REGISTRANT) Scharffenberger Cellars, Inc. CORPORATION CALIFORNIA
7000 Highway 128 Philo CALIFORNIA 95466

(LAST LISTED OWNER) CLIQUOT, INC. CORPORATION BY CHANGE OF
NAME CALIFORNIA 717 5TH AVENUE NEW YORK NEW YORK

**Assignment
Recorded** ASSIGNMENT RECORDED

**Attorney of
Record** Marie V. Driscoll

**Description of
Mark** The mark consists of the stylized letters "SC".

Type of Mark TRADEMARK

Register PRINCIPAL

Affidavit Text SECT 8 (6-YR).

**Live/Dead
Indicator** LIVE

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SC

Goods and Services

IC 041. US 100 101 107. G & S: Educational services, namely, providing courses at the college level, and entertainment services, namely, holding intercollegiate football events. FIRST USE: 19600000. FIRST USE IN COMMERCE: 19620000

Mark Drawing Code

(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design Search Code

030108 030124 090525 090702 230501

Serial Number

76450689

Filing Date

September 18, 2002

Current Filing Basis

1A

Original Filing Basis

1A

Published for Opposition

May 6, 2003

Registration Number

2741565

Registration

July 29, 2003

Date**Owner**

(REGISTRANT) SOUTH CAROLINA STATE UNIVERSITY BODY POLITIC
AND CORPORATE SOUTH CAROLINA 300 College Street Northeast Orangeburg
SOUTH CAROLINA 291170001

**Attorney of
Record**

JAMES M. BAGARAZZI

Type of Mark

SERVICE MARK

Register

PRINCIPAL

**Live/Dead
Indicator**

LIVE

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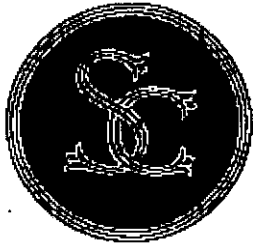
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SC

Goods and Services

IC 036. US 100 101 102. G & S: SHOPPING CENTER SERVICES, NAMELY, LEASING OF SHOPPING SPACE TO RESTAURANTS AND RETAIL STORES OFFERING GOODS AND SERVICES. FIRST USE: 19980000. FIRST USE IN COMMERCE: 19980000

Mark Drawing Code

(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design Search Code

260121

Serial Number

76330901

Filing Date

October 29, 2001

Current Filing Basis

1A

Original Filing Basis

1A

Published for Opposition

October 1, 2002

Registration Number

2666043

Registration Date December 24, 2002
Owner (REGISTRANT) TRUSTEES OF THE UNIVERSITY OF PENNSYLVANIA, THE
NON-PROFIT CORPORATION PENNSYLVANIA 3700 Market Street, Suite 300
Philadelphia PENNSYLVANIA 19104
Attorney of Record James R. Meyer
Type of Mark SERVICE MARK
Register PRINCIPAL
Live/Dead Indicator LIVE

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SC

Goods and Services

IC 036. US 100 101 102. G & S: providing insurance agency services in the fields of commercial, personal, property and casualty insurance services and insurance brokerage services. FIRST USE: 19880400. FIRST USE IN COMMERCE: 19880400

Mark Drawing Code

(5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM

Serial Number

76287571

Filing Date

July 19, 2001

Current Filing Basis

1A

Original Filing Basis

1A

Published for Opposition

April 9, 2002

Registration Number

2588206

Registration Date

July 2, 2002

Owner (REGISTRANT) DBH Global Inc. CORPORATION SOUTH CAROLINA P O
BOX 6126 Hilton Head Island SOUTH CAROLINA 299386126

**Attorney of
Record** Sara A. Centioni

Type of Mark SERVICE MARK

Register PRINCIPAL

**Live/Dead
Indicator** LIVE

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Word Mark	SC
Goods and Services	IC 025. US 022 039. G & S: footwear. FIRST USE: 20001200. FIRST USE IN COMMERCE: 20010100
Mark Drawing Code	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design Search Code	260302 260321
Serial Number	76285231
Filing Date	June 19, 2001
Current Filing Basis	1A
Original Filing Basis	1B
Published for Opposition	November 20, 2001
Registration Number	2599410
Registration Date	July 23, 2002
Owner	(REGISTRANT) Street Cars, Inc. CORPORATION MASSACHUSETTS 7801

Mesquite Bend Drive, Suite 110 Irving TEXAS 75063

**Assignment
Recorded**

ASSIGNMENT RECORDED

**Attorney of
Record**

Michele P. Schwartz

Type of Mark

TRADEMARK

Register

PRINCIPAL

**Live/Dead
Indicator**

LIVE

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Typed Drawing

Word Mark	SC
Goods and Services	IC 007. US 013 019 021 023 031 034 035. G & S: FRICTION BEARINGS FOR ENGINES; MAGNETIC BEARINGS FOR ENGINES; AND MACHINE PARTS, NAMELY, FRICTION BEARINGS AND MAGNETIC BEARINGS
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	76249784
Filing Date	May 1, 2001
Current Filing Basis	44E
Original Filing Basis	1B;44E
Published for Opposition	July 16, 2002
Registration Number	2630840
Registration Date	October 8, 2002
Owner	(REGISTRANT) RENK Aktiengesellschaft CORPORATION FED REP GERMANY Augsburg FED REP GERMANY
Attorney of Record	Lance J. Lieberman
Type of Mark	TRADEMARK
Register	PRINCIPAL

**Live/Dead
Indicator** LIVE

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FIRST USE: 19960131. FIRST USE IN COMMERCE: 19960131**Mark Drawing Code** (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS**Design Search Code** 260328**Serial Number** 76238465**Filing Date** April 10, 2001**Current Filing Basis** 1A**Original Filing Basis** 1A**Published for Opposition** February 26, 2002**Registration Number** 2726433

Registration Date June 17, 2003
Owner (REGISTRANT) Santa Cruz Surf Shop, Inc. CORPORATION CALIFORNIA 753 -
41st Avenue Santa Cruz CALIFORNIA 95062
Attorney of Record Catherine McCauley-Libert
Type of Mark SERVICE MARK
Register PRINCIPAL
Live/Dead Indicator LIVE

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Typed Drawing

Word Mark	SC
Goods and Services	(ABANDONED) IC 036. US 100 101 102. G & S: mutual fund investment services
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	76235077
Filing Date	April 3, 2001
Current Filing Basis	1B
Original Filing Basis	1B
Owner	(APPLICANT) Sun Life Assurance Company of Canada CORPORATION CANADA 150 King Street West, Suite 1400 Toronto, Ontario, M5H 1J9 CANADA
Attorney of Record	EDWARD F PERLMAN
Type of Mark	SERVICE MARK
Register	PRINCIPAL
Live/Dead Indicator	DEAD
Abandonment Date	November 13, 2002

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Word Mark	SC
Goods and Services	IC 028. US 022 023 038 050. G & S: Model Airplane Engines, Model Car Engines, Model Helicopter Engines. FIRST USE: 20000500. FIRST USE IN COMMERCE: 20000515
Mark Drawing Code	(5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM
Serial Number	76139242
Filing Date	October 3, 2000
Current Filing Basis	1A
Original Filing Basis	1A;1B
Published for Opposition	June 19, 2001
Registration Number	2558311
Registration Date	April 9, 2002
Owner	(REGISTRANT) Balsa Products Engineering SOLE PROPRIETORSHIP NEW

JERSEY 122 Jansen Avenue Isaline NEW JERSEY 08830

**Attorney of
Record** TONI ANN R. MARCOLINI
Type of Mark TRADEMARK
Register PRINCIPAL
**Live/Dead
Indicator** LIVE

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Word Mark

SC

Goods and
Services

IC 014. US 002 027 028 050. G & S: precious metals, namely, platinum, gold, silver, and their alloys, in the form of wire, foil, sheets, and tubes. FIRST USE: 19210700. FIRST USE IN COMMERCE: 19210700

IC 006. US 002 012 013 014 023 025 050. G & S: common metals, namely, iridium, ruthenium, palladium, rhodium, tungsten, nickel, copper, molybdenum, and their alloys, in the form of wire, foil, sheets, and tubes. FIRST USE: 19210700. FIRST USE IN COMMERCE: 19210700

Mark Drawing
Code

(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design Search
Code

270101

Serial Number

76135559

Filing Date

September 26, 2000

Current Filing
Basis

1A

Original Filing
Basis

1A

Published for

Opposition August 21, 2001
Registration Number 2506251
Registration Date November 13, 2001
Owner (REGISTRANT) Sigmund Cohn Corp. CORPORATION NEW YORK 121 South Columbus Avenue Mount Vernon NEW YORK 10553
Attorney of Record Meyer A. Gross
Type of Mark TRADEMARK
Register PRINCIPAL
Live/Dead Indicator LIVE

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[Jump](#)to record: **Record 120 out of 604**[Check Status](#)*(TARR contains current status, correspondence address and attorney of record for this mark. Use the "Back" button of the Internet Browser to return to TESS)***Word Mark** SC**Goods and Services** IC 017. US 001 005 012 013 035 050. G & S: PLASTIC SHEETS AND FILMS HAVING COATINGS FOR ELECTROSTATIC CHARGE DISSIPATION, COATED PLASTIC SHEETS AND FILMS, TRANSPARENT PLASTIC PANELS AND FILMS FOR GENERAL INDUSTRIAL USE. FIRST USE: 19960400. FIRST USE IN COMMERCE: 19960400**Mark Drawing Code** (5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM**Serial Number** 76074239**Filing Date** June 20, 2000**Current Filing Basis** 1A**Original Filing Basis** 1A**Published for Opposition** March 26, 2002**Registration Number** 2580993**Registration** June 18, 2002

Date

Owner (REGISTRANT) SciCron, Inc. CORPORATION COLORADO 7600 E. Arapahoe Road, Suite 305 Englewood COLORADO 80112

Attorney of Record Thomas S. Birney

Type of Mark TRADEMARK

Register PRINCIPAL

Live/Dead Indicator LIVE

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SC

Goods and Services

IC 016. US 002 005 022 023 029 037 038 050. G & S: FICTION AND NONFICTION BOOKS ON A VARIETY OF TOPICS. FIRST USE: 19590722. FIRST USE IN COMMERCE: 19590722

Mark Drawing Code

(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design Search Code

260103 260112 261702

Serial Number

76011292

Filing Date

March 27, 2000

Current Filing Basis

1A

Original Filing Basis

1A

Published for Opposition

November 21, 2000

Registration Number

2428533

Registration Date February 13, 2001

Owner (REGISTRANT) PENGUIN PUTNAM INC. CORPORATION DELAWARE 375
Hudson Street New York NEW YORK 100143657

**Assignment
Recorded** ASSIGNMENT RECORDED

**Attorney of
Record** Ronald S. Kadden

**Prior
Registrations** 0697844;0907584

**Description of
Mark** The mark consists of the stylized letters "S" and "C".

Type of Mark TRADEMARK

Register PRINCIPAL

**Live/Dead
Indicator** LIVE

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[Jump](#)to record: **Record 49 out of 604**[Check Status](#)*(TARR contains current status, correspondence address and attorney of record for this mark. Use the "Back" button of the Internet Browser to return to TESS)***SC****Word Mark SC**

Goods and Services IC 001. US 001 005 006 010 026 046. G & S: Chemical composition for use within industrial hot oil temperature control units and heat transfer systems for the removal of solid materials such as suspended sludge and lumps of carbon therefrom. FIRST USE: 20020228. FIRST USE IN COMMERCE: 20020228

Mark

Drawing Code (5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM

Serial

76463973

Number**Filing Date**

October 28, 2002

Current**Filing Basis**

1A

Original**Filing Basis**

1A

Owner(APPLICANT) PARATHERM CORPORATION CORPORATION PENNSYLVANIA
1050 Colwell Road Conshohocken PENNSYLVANIA 19428**Attorney of Record**

Anthony J. McNulty, Esquire

Type of Mark TRADEMARK
Register PRINCIPAL
Live/Dead Indicator LIVE

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SC

Goods and Services

IC 016. US 002. G & S: plastic shopping bags for merchandise packaging. FIRST USE: 19900900. FIRST USE IN COMMERCE: 19900900

Mark Drawing Code

(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design Search Code

070104 270305

Serial Number

74338579

Filing Date

December 9, 1992

Current Filing Basis

1A

Original Filing Basis

1A

Published for Opposition

June 15, 1993

Registration Number

1791595

Registration Date

September 7, 1993

Owner

(REGISTRANT) Spelman College CORPORATION GEORGIA 350 Spelman

Lane, S.W. Atlanta GEORGIA 303144399
Attorney of Record John W. Behringer
Type of Mark TRADEMARK
Register PRINCIPAL
Affidavit Text SECT 8 (6-YR). SECTION 8(10-YR) 20031107.
Renewal 1ST RENEWAL 20031107
Live/Dead Indicator LIVE

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SC

Goods and Services

IC 006. US 002 012 013 014 023 025 050. G & S: Metal andirons, fireplace tool sets sold as a unit

IC 008. US 023 028 044. G & S: Fireplace poker, fireplace tongs, fire irons, fireplace shovels

IC 018. US 001 002 003 022 041. G & S: Market umbrellas

IC 020. US 002 013 022 025 032 050. G & S: Indoor and outdoor furniture, metal fireplace screens

Mark Drawing Code

(5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM

Serial Number

78281577

Filing Date

July 31, 2003

Current Filing Basis

1B

Original Filing Basis

1B

Owner

(APPLICANT) Summer Classics, Inc. CORPORATION ALABAMA P.O. Box

1300 Columbiana ALABAMA 35051

**Attorney of
Record** Michael S. Denniston
Type of Mark TRADEMARK
Register PRINCIPAL
**Live/Dead
Indicator** LIVE

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**Word Mark** SC

Goods and Services IC 031. US 001 046. G & S: SEEDS FOR AGRICULTURAL PURPOSES, NAMELY, CORN SEED, SOYBEAN SEED, WHEAT SEED, ALFALFA SEED AND HYBRID SEED VARIETIES. FIRST USE: 19910101. FIRST USE IN COMMERCE: 19950101

Mark

Drawing Code (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design Search Code 050701 051108

Serial Number 76438755

Filing Date August 8, 2002

Current Filing Basis 1A

Original Filing Basis 1A

Owner (APPLICANT) Seed Consultants Inc. CORPORATION OHIO 648 Miami Trace Road SW P.O. Box 370 Washington C.H. OHIO 43160

Attorney of W.A. Johnston

Record

Description of Mark The lining shown in the mark is a feature of the mark and is not intended to represent color.

Type of Mark TRADEMARK

Register PRINCIPAL

Live/Dead Indicator LIVE

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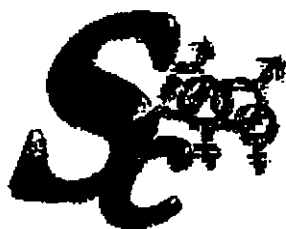
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[Start](#)List At: OR [Jump](#)to record: **Record 41 out of 604**[Check Status](#)*(TARR contains current status, correspondence address and attorney of record for this mark. Use the "Back" button of the Internet Browser to return to TESS)***Word Mark** SC**Goods and Services** IC 045. US 100 101. G & S: Dating Service. FIRST USE: 20030505. FIRST USE IN COMMERCE: 20030505**Mark Drawing Code** (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS**Design Search Code** 241702**Serial Number** 76535199**Filing Date** August 7, 2003**Current Filing Basis** 1A**Original Filing Basis** 1A**Owner** (APPLICANT) Acosta, Albero INDIVIDUAL VENEZUELA 4ta. Trans. Cortijos de Lourdes, Edif. Gina Piso 4 Caracas VENEZUELA**Attorney of Record** Rawny Garay**Description of Mark** Light blue S and C with a yellow female symbol intertwined with a turquoise male symbol intertwined with a red female symbol intertwined with a blue male symbol

intertwined with a violet female symbol.

Type of Mark SERVICE MARK

Register PRINCIPAL

**Live/Dead
Indicator** LIVE

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IC 009. US 021 023 026 036 038. G & S: electronic equipment and components for industrial control and automation applications; namely, programmable computers, operator interfaces of the type employed with factory automation equipment; namely, programmable controllers, variable speed drives, power monitoring equipment, industrial computers, [DISTRUTED] * DISTRIBUTED * PROCESS CONTROLLERS AND TELEMETRY EQUIPMENT; INPUT/OUTPUT INTERFACE CARDS FOR INDUSTRIAL CONTROLLERS; NAMELY, PROGRAMMABLE CONTROLLERS; INDUSTRIAL COMPUTERS, DISTRIBUTED PROCESS CONTROLLERS AND TELEMETRY EQUIPMENT; AND, COMMUNICATION INTERFACES FOR INDUSTRIAL CONTROLLERS; NAMELY, PROGRAMMABLE CONTROLLERS, INDUSTRIAL COMPUTERS, DISTRIBUTED PROCESS CONTROLLERS, VARIABLE SPEED DRIVES AND [PERIPHERAL] * PERIPHERALS * , UTILIZING ANY [DEFEND] * DEFINED * COMMUNICATION PROTOCOL AND TELEMETRY EQUIPMENT. FIRST USE: 19910800. FIRST USE IN COMMERCE: 19910800

Mark**Drawing Code**

(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design**Search Code**

261121

Serial Number 74412940
Filing Date July 14, 1993
Current Filing Basis 1A
Original Filing Basis 1A
Published for Opposition June 14, 1994
Change In Registration CHANGE IN REGISTRATION HAS OCCURRED
Registration Number 1852271
Registration Date September 6, 1994
Owner (REGISTRANT) Spectrum Controls, Inc. CORPORATION WASHINGTON P.O. Box 5533 Bellevue WASHINGTON 98006
Attorney of Record JAMES W. ANABLE
Type of Mark TRADEMARK
Register PRINCIPAL
Affidavit Text SECT 15. SECT 8 (6-YR).
Live/Dead Indicator LIVE

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SC

Goods and ServicesIC 028. US 022. G & S: ski bindings and parts therefor. FIRST USE: 19921000.
FIRST USE IN COMMERCE: 19921000**Mark Drawing Code**

(1) TYPED DRAWING

Serial Number

74349816

Filing Date

January 19, 1993

Current Filing Basis

1A

Original Filing Basis

1A

Published for Opposition

June 1, 1993

Registration Number

1813866

Registration Date

December 28, 1993

Owner(REGISTRANT) Marker International Company CORPORATION UTAH 1070
West 2300 South Salt Lake City UTAH 84119**Assignment Recorded**

ASSIGNMENT RECORDED

Attorney of Record

D. Peter Hochberg

Type of Mark

TRADEMARK

Register

PRINCIPAL

Affidavit Text SECT 15. SECT 8 (6-YR).
Live/Dead
Indicator LIVE

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SC

Goods and Services

IC 012. US 019 021 023 031 035 044. G & S: [aircraft auxiliary fuel tanks; and] mechanical controls for aircraft engine gearbox assemblies. FIRST USE: 19760125. FIRST USE IN COMMERCE: 19760125

Mark Drawing Code

(5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM

Serial Number

74293345

Filing Date

July 13, 1992

Current Filing Basis

1A

Original Filing Basis

1A

Published for Opposition

October 26, 1993

Registration Number

1816794

Registration Date

January 18, 1994

Owner

(REGISTRANT) Soloy Corporation CORPORATION WASHINGTON 450 Pat

Kennedy Way, S.W. Olympia WASHINGTON 98501

Description of Mark The mark consists of the stylized letters "SC" forming an ornithic head and torso.

Type of Mark TRADEMARK

Register PRINCIPAL

Affidavit Text SECT 15. SECT 8 (6-YR).

Live/Dead Indicator LIVE

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SC

Goods and Services

IC 029. US 046. G & S: dressed poultry. FIRST USE: 19920200. FIRST USE IN COMMERCE: 19920200

Mark Drawing Code

(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design Search Code

031503 031524

Serial Number

74278218

Filing Date

May 21, 1992

Current Filing Basis

1A

Original Filing Basis

1A

Published for Opposition

November 3, 1992

Registration Number

1748694

Registration Date

January 26, 1993

Owner

(REGISTRANT) Mennella's Poultry Co. CORPORATION NEW JERSEY 100

GEORGE STREET Paterson NEW JERSEY 07503

Attorney of Record BRUCE H SALES**Type of Mark** TRADEMARK**Register** PRINCIPAL**Affidavit Text** SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20030108.**Renewal** 1ST RENEWAL 20030108**Live/Dead
Indicator** LIVE

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Word Mark

SC

Goods and Services

IC 039. US 100 105. G & S: public utility services in the nature of electricity distribution. FIRST USE: 19760501. FIRST USE IN COMMERCE: 19760930

Mark Drawing Code

(5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM

Serial Number

74269634

Filing Date

April 27, 1992

Current Filing Basis

1A

Original Filing Basis

1A

Published for Opposition

July 20, 1993

Registration Number

1798216

Registration Date

October 12, 1993

Owner

(REGISTRANT) Santee Cooper STATE AGENCY SOUTH CAROLINA 1
Riverwood Drive Moncks Corner SOUTH CAROLINA 29461

Attorney of

Record MARY S PERKINS
Description of Mark The mark consists of stylized letters, "SC".
Type of Mark SERVICE MARK
Register PRINCIPAL
Affidavit Text SECT 15. SECT 8 (6-YR).
Live/Dead Indicator LIVE

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[Jump](#)to record: **Record 390 out of 604**[Check Status](#)*(TARR contains current status, correspondence address and attorney of record for this mark. Use the "Back" button of the Internet Browser to return to TESS)***Typed Drawing****Word Mark** SC**Goods and
Services**

IC 006. US 013 025 028 050. G & S: keyrings of non-precious metals; decorative emblems or plates of non-precious metal, for attachment to autos; art work statuary of non-precious metals, all goods being offered and sold to persons through university authorized channels of trade. FIRST USE: 19260000. FIRST USE IN COMMERCE: 19780000

IC 018. US 003 041. G & S: umbrellas, hand luggage, tote bags, luggage; namely, tote bags, hand luggage, garment bags for travel, and small traveling bags for overnight trips, fanny packs, toiletry bags sold empty, briefcases, back packs, all goods being offered and sold to persons through university authorized channels of trade. FIRST USE: 19260000. FIRST USE IN COMMERCE: 19870000

IC 024. US 042 050. G & S: towels, blankets, cloth pennants, and cloth flags, all goods being offered and sold to persons through university authorized channels of trade. FIRST USE: 19260000. FIRST USE IN COMMERCE: 19870000

IC 025. US 039. G & S: sweatshirts and T-shirts, all goods being offered and sold at university-controlled outlets. FIRST USE: 19260000. FIRST USE IN COMMERCE: 19870000

Mark**Drawing Code**

(1) TYPED DRAWING

Serial**Number**

74094681

Filing Date

September 5, 1990

Current Filing Basis 1A

Original Filing Basis 1B

Published for Opposition August 18, 1992

Registration Number 1844953

Registration Date July 12, 1994

Owner (REGISTRANT) University of Southern California CORPORATION CALIFORNIA
University Park Los Angeles CALIFORNIA 90089

Attorney of Record JOSH S RIDOUT

Type of Mark TRADEMARK

Register PRINCIPAL

Affidavit Text SECT 15. SECT 8 (6-YR).

Live/Dead Indicator LIVE

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Typed Drawing

Word Mark	SC
Goods and Services	IC 006. US 014. G & S: METAL AIRCRAFT FASTENERS; NAMELY, AIRCRAFT BOLTS, NUTS AND SCREWS. FIRST USE: 19620101. FIRST USE IN COMMERCE: 19620101
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	73834256
Filing Date	October 27, 1989
Current Filing Basis	1A
Original Filing Basis	1A
Published for Opposition	December 25, 1990
Registration Number	1638142
Registration Date	March 19, 1991
Owner	(REGISTRANT) VSI CORPORATION CORPORATION DELAWARE 8463 HIGUERA STREET CULVER CITY CALIFORNIA 90232 (LAST LISTED OWNER) FAIRCHILD HOLDING CORP CORPORATION BY ASSIGNMENT DELAWARE 45025 AVIATION DRIVE, STE 400 DULLES VIRGINIA 20166-751

Assignment Recorded ASSIGNMENT RECORDED
Attorney of Record LINDA A. CASEY
Type of Mark TRADEMARK
Register PRINCIPAL
Affidavit Text SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20010618.
Renewal 1ST RENEWAL 20010618
Live/Dead Indicator LIVE

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**Word Mark** SC

Goods and Services IC 018. US 003. G & S: MEN'S AND WOMEN'S SMALL LEATHER GOODS, NAMELY, WALLETs, PURSES, COSMETIC CASES SOLD EMPTY, CLUTCHES, KEY CASES, AND CHANGE PURSES MADE OF LEATHER. FIRST USE: 19871000. FIRST USE IN COMMERCE: 19871000

Mark Drawing Code (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design Search Code 032301 032324

Serial Number 73693101

Filing Date November 2, 1987

Current Filing Basis 1A

Original Filing Basis 1A

Published for Opposition June 14, 1988

Registration Number 1503021

Registration Date September 6, 1988

Owner (REGISTRANT) SARAH COVENTRY, INCORPORATED CORPORATION
DELAWARE 65 EAST 55TH STREET NEW YORK NEW YORK 10022

(LAST LISTED OWNER) LIFESTYLE BRANDS, LTD. CORPORATION BY
CHANGE OF NAME FROM DELAWARE 680 N. LAKE SHORE DRIVE
CHICAGO ILLINOIS 60611

Assignment Recorded ASSIGNMENT RECORDED

Attorney of Record DAVID GOLDBERG

Description of Mark THE MARK CONSISTS OF "SC" & BUTTERFLY DESIGN.

Type of Mark TRADEMARK

Register PRINCIPAL

Affidavit Text SECT 15. SECT 8 (6-YR).

Live/Dead Indicator LIVE

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[Start](#)List At: OR [Jump](#)to record: **Record 441 out of 604**[Check Status](#)*(TARR contains current status, correspondence address and attorney of record for this mark. Use the "Back" button of the Internet Browser to return to TESS)***Word Mark** SC**Goods and
Services**

IC 014. US 027 028. G & S: MEN'S AND WOMEN'S JEWELRY MADE OF GOLD AND STERLING SILVER, WATCHES, WOMEN'S COSTUME JEWELRY AND CHILDREN'S PRECIOUS METAL JEWELRY. FIRST USE: 19850800. FIRST USE IN COMMERCE: 19850800

**Mark Drawing
Code**

(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

**Design Search
Code**

032301 032324

Serial Number

73692464

Filing Date

October 29, 1987

**Current Filing
Basis**

1A

**Original Filing
Basis**

1A

**Published for
Opposition**

March 22, 1988

**Registration
Number**

1492152

Registration Date June 14, 1988

Owner (REGISTRANT) SARAH CONVENTRY, INCORPORATED CORPORATION
DELAWARE 65 EAST 55TH STREET NEW YORK NEW YORK 10022

(LAST LISTED OWNER) LIFESTYLE BRANDS, LTD. CORPORATION BY
CHANGE OF NAME FROM DELAWARE 680 N. LAKE SHORE DRIVE
CHICAGO ILLINOIS 60611

Assignment Recorded ASSIGNMENT RECORDED

Attorney of Record DAVID GOLDBERG

Type of Mark TRADEMARK

Register PRINCIPAL

Affidavit Text SECT 15. SECT 8 (6-YR).

Live/Dead Indicator LIVE

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**Word Mark**

SC

Goods and Services

IC 035. US 101. G & S: LICENSING SERVICES IN THE APPAREL, ACCESSORIES, HEALTH AND BEAUTY AIDS, STATIONERY, HOME FASHIONS AND HOUSEWARES INDUSTRIES. FIRST USE: 19860800. FIRST USE IN COMMERCE: 19860800

Mark Drawing Code

(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design Search Code

032301 032324

Serial Number

73692437

Filing Date

October 29, 1987

Current Filing Basis

1A

Original Filing Basis

1A

Published for Opposition

March 22, 1988

Registration Number

1492548

Registration Date June 14, 1988
Owner (REGISTRANT) SARAH COVENTRY, INCORPORATED CORPORATION
DELAWARE 65 EAST 55TH STREET NEW YORK NEW YORK 10022

(LAST LISTED OWNER) LIFESTYLE BRANDS, LTD. CORPORATION BY
CHANGE OF NAME FROM DELAWARE 919 N. MICHIGAN AVE. CHICAGO
ILLINOIS 60611
Assignment Recorded ASSIGNMENT RECORDED
Type of Mark SERVICE MARK
Register PRINCIPAL
Affidavit Text SECT 15. SECT 8 (6-YR).
Live/Dead Indicator LIVE

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SC

Goods and Services

IC 003. US 051 052. G & S: WOMEN'S FRAGRANCES AND TOILETRIES, NAMELY, COLOGNES, PERFUMES, AFTER SHOWER SPLASHES, BATH ADDITIVES, DUSTING POWDER AND SOAP. FIRST USE: 19870900. FIRST USE IN COMMERCE: 19870900

Mark Drawing Code

(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design Search Code

032301 032324

Serial Number

73692363

Filing Date

October 29, 1987

Current Filing Basis

1A

Original Filing Basis

1A

Published for Opposition

March 22, 1988

Registration Number

1491870

Registration Date June 14, 1988

Owner (REGISTRANT) SARAH COVENTRY, INCORPORATED CORPORATION
DELAWARE 65 EAST 55TH STREET NEW YORK NEW YORK 10022

(LAST LISTED OWNER) LIFESTYLE BRANDS, LTD. CORPORATION BY
CHANGE OF NAME FROM DELAWARE 919 NORTH MICHIGAN AVE.
CHICAGO ILLINOIS 60611

Assignment Recorded ASSIGNMENT RECORDED

Attorney of Record DAVID GOLDBERG

Type of Mark TRADEMARK

Register PRINCIPAL

Affidavit Text SECT 15. SECT 8 (6-YR).

Live/Dead Indicator LIVE

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SC

Goods and ServicesIC 006. US 002. G & S: RURAL METAL MAILBOXES. FIRST USE: 19691100.
FIRST USE IN COMMERCE: 19691100**Mark Drawing Code**

(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design Search Code

010102

Serial Number

73535870

Filing Date

May 6, 1985

Current Filing Basis

1A

Original Filing Basis

1A

Published for Opposition

August 20, 1985

Registration Number

1367322

Registration Date

October 29, 1985

Owner

(REGISTRANT) STEEL CITY CORPORATION, THE DBA STEEL CITY

CORPORATION CORPORATION OHIO 190 N. MERIDIAN ROAD
YOUNGSTOWN OHIO 44501

Attorney of Record WEBSTER B. HARPMAN
Prior Registrations 0968960
Type of Mark TRADEMARK
Register PRINCIPAL
Affidavit Text SECT 15. SECT 8 (6-YR).
Live/Dead Indicator LIVE

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**Word Mark**

SC

Goods and Services

IC 036. US 102. G & S: REAL ESTATE BROKERAGE SERVICES. FIRST USE: 19820605. FIRST USE IN COMMERCE: 19820605

Mark Drawing Code

(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design Search Code

260701 260713 261112 261925

Serial Number

73495685

Filing Date

August 20, 1984

Current Filing Basis

1A

Original Filing Basis

1A

Published for Opposition

September 3, 1985

Registration Number

1370522

Registration Date

November 12, 1985

Owner

(REGISTRANT) NORTHWESTERN MEMORIAL GROUP, THE

CORPORATION ILLINOIS 216 E. SUPERIOR STREET CHICAGO ILLINOIS
60611

**Assignment
Recorded** ASSIGNMENT RECORDED
**Attorney of
Record** JOHN M. MANN
Type of Mark SERVICE MARK
Register PRINCIPAL
Affidavit Text SECT 15. SECT 8 (6-YR).
**Live/Dead
Indicator** LIVE

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SC

Goods and ServicesIC 035. US 101. G & S: Employment Agency Services. FIRST USE: 19780400.
FIRST USE IN COMMERCE: 19780400**Mark Drawing Code**

(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design Search Code

261710 261712

Serial Number

73448494

Filing Date

October 17, 1983

Current Filing Basis

1A

Original Filing Basis

1A

Published for Opposition

July 10, 1984

Registration Number

1296785

Registration Date

September 18, 1984

Owner (REGISTRANT) MANAGEMENT RECRUITERS INTERNATIONAL, INC.
CORPORATION DELAWARE SUITE 1400 1127 EUCLID AVENUE
CLEVELAND OHIO 44115

**Assignment
Recorded** ASSIGNMENT RECORDED

**Attorney of
Record** ROBERTA JACOBS MEADWAY

**Description of
Mark** The mark consists of the stylized letters "SC".

Type of Mark SERVICE MARK

Register PRINCIPAL

Affidavit Text SECT 15. SECT 8 (6-YR).

**Live/Dead
Indicator** LIVE

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[Start](#)List At: OR [Jump](#) to record: **Record 498 out of 604**[Check Status](#)*(TARR contains current status, correspondence address and attorney of record for this mark. Use the "Back" button of the Internet Browser to return to TESS)***Typed Drawing****Word Mark** SC**Goods and Services** IC 001. US 001 005 006 011 016 051 052. G & S: Polyethyleneimines Modified with Alkylene Oxides or Epihalohydrins for Use in Cosmetics, Coatings, Printing Inks, Latex Paints, Adhesives, Water Treatment, Electroconductive Resins and the Like.
FIRST USE: 19790110. FIRST USE IN COMMERCE: 19790110**Mark Drawing Code** (1) TYPED DRAWING**Serial Number** 73433286**Filing Date** July 5, 1983**Current Filing Basis** 1A**Original Filing Basis** 1A**Published for Opposition** November 6, 1984**Registration Number** 1314145**Registration Date** January 15, 1985**Owner** (REGISTRANT) Thiokol Corporation CORPORATION DELAWARE 110 N. Wacker Dr. Chicago ILLINOIS 60606(LAST LISTED OWNER) MORTON INTERNATIONAL, INC. CORPORATION
ASSIGNEE OF INDIANA 110 NORTH WACKER DRIVE CHICAGO ILLINOIS

60606

**Assignment
Recorded** ASSIGNMENT RECORDED
**Attorney of
Record** GERALD K. WHITE
Type of Mark TRADEMARK
Register PRINCIPAL
Affidavit Text SECT 15. SECT 8 (6-YR).
**Live/Dead
Indicator** LIVE

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Word Mark	SC
Goods and Services	IC 015. US 036. G & S: Musical Instruments-Namely, Guitars and Bass Guitars. FIRST USE: 19820907. FIRST USE IN COMMERCE: 19820907
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	73402310
Filing Date	November 12, 1982
Current Filing Basis	1A
Original Filing Basis	1A
Published for Opposition	October 25, 1983
Registration Number	1304956
Registration Date	November 13, 1984
Owner	(REGISTRANT) G & L Musical Products, Inc. CORPORATION CALIFORNIA 2548-C E. Fender Ave. Fullerton CALIFORNIA 92631 (LAST LISTED OWNER) FENDER, C. LEO DOING BUSINESS AS G & L MUSICAL PRODUCTS CORPORATION ASSIGNEE OF UNITED STATES 2548- C E. FENDER AVENUE FULLERTON CALIFORNIA 92631

Assignment

Recorded ASSIGNMENT RECORDED
Type of Mark TRADEMARK
Register PRINCIPAL
Affidavit Text SECT 15. SECT 8 (6-YR).
Live/Dead
Indicator LIVE

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SC

Goods and Services(CANCELLED) IC 009. US 021. G & S: Audio Speaker Systems and Speakers.
FIRST USE: 19810120. FIRST USE IN COMMERCE: 19810120**Mark Drawing Code**

(5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM

Serial Number

73343127

Filing Date

December 22, 1981

Current Filing Basis

1A

Original Filing Basis

1A

Published for Opposition

August 24, 1982

Registration Number

1216553

Registration Date

November 16, 1982

Owner(REGISTRANT) Cross Technologies, Inc. CORPORATION D.C. P.O. Box 2410
Washington D.C. 20013**Attorney of**

Record Michael C. Greenbaum
Description of Mark The mark comprises the fanciful letters "SC".
Type of Mark TRADEMARK
Register PRINCIPAL
Live/Dead Indicator DEAD
Cancellation Date April 26, 1989

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Word Mark

SC

Goods and Services

IC 036. US 102. G & S: FINANCIAL SERVICES-NAMELY, BANKING SERVICES AND ISSUANCE OF CREDIT CARDS. FIRST USE: 19721030. FIRST USE IN COMMERCE: 19740300

Mark Drawing Code

(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design Search Code

261101 261508 261512 261528 270301

Serial Number

73051695

Filing Date

May 7, 1975

Current Filing Basis

1A

Original Filing Basis

1A

Registration Number

1049198

Registration Date

September 28, 1976

Owner

(REGISTRANT) STANDARD CHARTERED BANK LIMITED CORPORATION

UNITED KINGDOM 10 CLEMENTS LANE, LOMBARD ST. LONDON EC4N
7AB ENGLAND

(LAST LISTED OWNER) STANDARD CHARTERED PLC CORPORATION BY
CHANGE OF NAME FROM UNITED KINGDOM 1 ALDERMANBURY
SQUARE LONDON EC2V SB ENGLAND

**Assignment
Recorded** ASSIGNMENT RECORDED

**Attorney of
Record** KENNETH B GERMAIN

**Description of
Mark** THE MARK CONSISTS OF THE LETTERS "SC."

Type of Mark SERVICE MARK

Register PRINCIPAL

Affidavit Text SECT 15.

Renewal 1ST RENEWAL 19970130

**Live/Dead
Indicator** LIVE

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IC 016. US 038. G & S: MAGAZINES AND NEWSLETTERS DEALING WITH MATTERS OF GENERAL BANKING INTEREST. FIRST USE: 19721030. FIRST USE IN COMMERCE: 19721030

Mark Drawing Code

(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design Search Code

261102 261508 261528 270301

Serial Number 73051694**Filing Date** May 7, 1975**Current Filing Basis** 1A**Original Filing Basis** 1A**Registration Number** 1051237**Registration Date** October 26, 1976**Owner** (REGISTRANT) STANDARD CHARTERED BANK LIMITED CORPORATION

UNITED KINGDOM 10 CLEMENTS LANE, LOMBARD ST. LONDON
ENGLAND EC4N 7AB

(LAST LISTED OWNER) STANDARD CHARTERED PLC COMPANY BY
CHANGE OF NAME FROM UNITED KINGDOM 1 ALDERMANBURY
SQUARE LONDON, EC2V 7SP UNITED KINGDOM

**Assignment
Recorded** ASSIGNMENT RECORDED
**Attorney of
Record** KENNETH B GERMAIN
Type of Mark TRADEMARK
Register PRINCIPAL
Affidavit Text SECT 15. SECT 8 (6-YR).
Renewal 1ST RENEWAL 19961223
**Live/Dead
Indicator** LIVE

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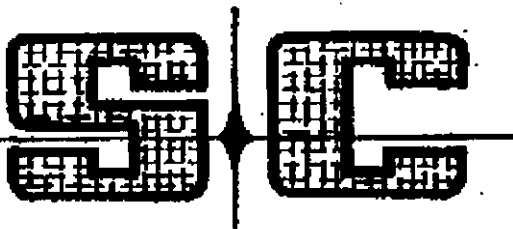
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SC

Goods and Services

IC 006. US 002. G & S: MAIL BOXES AND NEWSPAPER BOXES AND HARDWARE THEREFOR SOLD AS A UNIT. FIRST USE: 19700615. FIRST USE IN COMMERCE: 19700615

Mark Drawing Code

(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design Search Code

010102 010106

Serial Number

72428689

Filing Date

June 29, 1972

Current Filing Basis

1A

Original Filing Basis

1A

Registration Number

0968960

Registration Date

September 25, 1973

Owner

(REGISTRANT) STEEL CITY CORPORATION CORPORATION OHIO 190 N.

MERIDIAN ROAD YOUNGSTOWN OHIO 44501

Attorney of Record WEBSTER B. HARPMAN
Description of Mark THE DRAWING IS LINED FOR THE COLOR YELLOW.
Type of Mark TRADEMARK
Register PRINCIPAL
Affidavit Text SECT 15. SECT 8 (6-YR).
Renewal 1ST RENEWAL 19930825
Live/Dead Indicator LIVE

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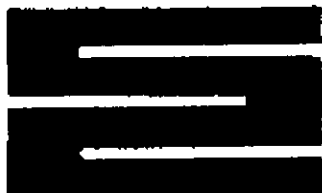
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Word Mark SC

Goods and
Services

IC 042. US 100. G & S: ENGINEERING, CONSULTING AND PLANNING SERVICES IN THE FIELDS OF POWER, INDUSTRIAL PRODUCTS, INDUSTRIAL PLANTS, CONSTRUCTION, WATER USAGE, WATER CONTROL, SANITATION, SOIL AND GEOLOGY AND TRANSPORTATION; ARCHITECTURE AND CITY PLANNING SERVICES; AND FINANCIAL AND MANAGEMENT CONSULTATION SERVICES IN CONNECTION WITH THE FOREGOING. FIRST USE: 19661121. FIRST USE IN COMMERCE: 19661121

IC 035. US 101. G & S: MANAGEMENT OF INDUSTRIAL PLANTS AND ELECTRIC POWER SYSTEM, WATER SUPPLY SYSTEM, AND SEWAGE SYSTEM FACILITIES FOR OTHERS. FIRST USE: 19661130. FIRST USE IN COMMERCE: 19661130

Mark

Drawing
Code

(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design

Search Code

261108

Serial

Number

72272957

Filing Date June 2, 1967

**Current
Filing Basis** 1A

**Original
Filing Basis** 1A

**Registration
Number** 0884312

**Registration
Date** January 13, 1970

Owner (REGISTRANT) STANLEY CONSULTANTS, INC. CORPORATION IOWA
STANLEY BLDG. MUSCATINE IOWA 52761

(LAST LISTED OWNER) SC COMPANIES, INC. CORPORATION ASSIGNEE OF
IOWA STANLEY BUILDING 225 Iowa Avenue MUSCATINE IOWA 52761

**Assignment
Recorded** ASSIGNMENT RECORDED

**Attorney of
Record** James P. Hanrath

**Description
of Mark** THE MARK COMPRISES A FANCIFUL REPRESENTATION OF THE LETTERS
"S" AND "C."

**Type of
Mark** SERVICE MARK

Register PRINCIPAL

**Affidavit
Text** SECT 15.

Renewal 2ND RENEWAL 19991216

**Live/Dead
Indicator** LIVE

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Typed Drawing

Word Mark SC

Goods and Services IC 007. US 023. G & S: HYDRAULIC PUMPS. FIRST USE: 19640831. FIRST USE IN COMMERCE: 19640831

Mark Drawing Code (1) TYPED DRAWING

Serial Number 72203834

Filing Date October 12, 1964

Current Filing Basis 1A

Original Filing Basis 1A

Registration Number 0793633

Registration Date August 3, 1965

Owner (REGISTRANT) SOUTHERN CALIFORNIA HYDRAULIC ENGINEERING CORP. DBA SC HYDRAULIC ENGINEERING CORP. CORPORATION CALIFORNIA 14032 S. AVALON BLVD. LOS ANGELES CALIFORNIA

Type of Mark TRADEMARK

Register PRINCIPAL

Affidavit Text SECT 15.

Renewal 1ST RENEWAL 19850803

Live/Dead LIVE

Indicator

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Typed Drawing

Word Mark SC

Goods and Services IC 014. US 028. G & S: COSTUME JEWELRY. FIRST USE: 19531007. FIRST USE IN COMMERCE: 19531007

Mark Drawing Code (1) TYPED DRAWING

Serial Number 72193707

Filing Date May 18, 1964

Current Filing Basis 1A

Original Filing Basis 1A

Registration Number 0788735

Registration Date April 27, 1965

Owner (REGISTRANT) SARAH COVENTRY, INC. CORPORATION NEW YORK 165 EAST UNION ST. NEWARK NEW YORK

(LAST LISTED OWNER) SARAH COVENTRY, INCORPORATED CORPORATION BY CHANGE OF NAME FROM DELAWARE FIFTY VISION BLVD. EAST PROVIDENCE RHODE ISLAND 02914

Assignment Recorded ASSIGNMENT RECORDED

Prior

Registrations 0636452;0726242
Type of Mark TRADEMARK
Register PRINCIPAL
Affidavit Text SECT 15.
Renewal 1ST RENEWAL 19850427
Live/Dead Indicator LIVE

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Typed Drawing

Word Mark SC

Goods and Services IC 006 009. US 021. G & S: Non-Current-Carrying Electrical Wiring Supply Hardware-Namely, Switch Boxes; Switch Box Extensions; Supports and Clips for Switch Boxes; Outlet Boxes, and Extensions, Partitions, Rings, Plates, Adaptors, Braces and Covers Therefor; Hangers; Channel Bars; Door Buck Supports; and Grounding Clips. FIRST USE: 19040500. FIRST USE IN COMMERCE: 19040500

**Mark
Drawing
Code**

(1) TYPED DRAWING

**Serial
Number**

72127665

Filing Date

September 11, 1961

**Current
Filing Basis**

1A

**Original
Filing Basis**

1A

**Registration
Number**

0746163

**Registration
Date**

March 5, 1963

Owner

(REGISTRANT) Steel City Electric Co. CORPORATION PENNSYLVANIA 1207 COLUMBUS AVE. Pittsburgh PENNSYLVANIA

(LAST LISTED OWNER) THOMAS & BETTS INTERNATIONAL, INC.

CORPORATION BY ASSIGNMENT, BY ASSIGNMENT, BY CHANGE OF NAME,
BY MERGER, BY ASSIGNMENT DELAWARE 250 LILLARD DRIVE SPARKS
NEVADA 89431

Assignment Recorded ASSIGNMENT RECORDED
Type of Mark TRADEMARK
Register PRINCIPAL
Affidavit Text SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20030523.
Renewal 2ND RENEWAL 20030523
Live/Dead Indicator LIVE

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Word Mark

SC

Goods and Services

IC 025. US 039. G & S: MEN'S, WOMEN'S, AND CHILDREN'S KNITTED SOCKS. FIRST USE: 19460201. FIRST USE IN COMMERCE: 19460201

Mark Drawing Code

(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design Search Code

090101

Serial Number

71514876

Filing Date

July 5, 1947

Current Filing Basis

1A

Original Filing Basis

1A

Registration Number

0506143

Registration Date

February 1, 1949

Owner

(REGISTRANT) ADLER CO., THE CORPORATION OHIO HARRISON AND QUEEN CITY AVES. CINCINNATI OHIO

(LAST LISTED OWNER) KAYSER-ROTH CORPORATION CORPORATION
ASSIGNEE OF DELAWARE 640 5TH AVE. NEW YORK NEW YORK 10019

**Assignment
Recorded** ASSIGNMENT RECORDED
**Attorney of
Record** CURTIS, MORRIS & SAFFORD
Type of Mark TRADEMARK
Register PRINCIPAL
Affidavit Text SECT 15.
Renewal 2ND RENEWAL 19890201
**Live/Dead
Indicator** LIVE

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SC

Goods and Services

IC 011. US 034. G & S: Furnaces Used in the Industrial Arts. FIRST USE: 19340504. FIRST USE IN COMMERCE: 19340504

Mark Drawing Code

(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design Search Code

260106 260115 260116 260128

Serial Number

71438780

Filing Date

December 12, 1940

Current Filing Basis

1A

Original Filing Basis

1A

Registration Number

0386845

Registration Date

April 22, 1941

Owner(REGISTRANT) Surface Combustion Corporation CORPORATION NEW YORK
2375 Dorr Street Toledo OHIO

(LAST LISTED OWNER) SURFACE COMBUSTION, INC. CORPORATION BY
ASSIGNMENT OHIO 1700 INDIANWOOD ICRCLE MAUMEE OHIO 43537

**Assignment
Recorded** ASSIGNMENT RECORDED
**Attorney of
Record** FRANK J. NAWALANIC
**Prior
Registrations** 0247915;0248568;0249500
Type of Mark TRADEMARK
Register PRINCIPAL
Affidavit Text SECTION 8(10-YR) 20010810.
Renewal 3RD RENEWAL 20010810
**Live/Dead
Indicator** LIVE

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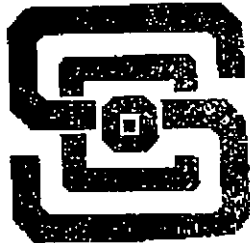
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Word Mark SC

Goods and Services IC 011. US 021. G & S: Electric Lighting Systems for Use on Railroad Passenger Cars, Electric Fans for Use in Railroad Passenger Cars and Other Purposes [, Electric Water Coolers, and Electric Storage Batteries]. FIRST USE: 19200800. FIRST USE IN COMMERCE: 19200800

Mark Drawing Code (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design Search Code 260908 261521

Serial Number 71160978

Filing Date March 20, 1922

Current Filing Basis 1A

Original Filing Basis 1A

Registration Number 0174453

Registration Date October 16, 1923

Owner (REGISTRANT) Safety Car Heating & Lighting Company, The CORPORATION
NEW JERSEY 308 MAIN STREET New Haven CONNECTICUT

(LAST LISTED OWNER) Safety Electrical Equipment Corp. CORPORATION
CONNECTICUT Wallingford CONNECTICUT

**Assignment
Recorded** ASSIGNMENT RECORDED

Type of Mark TRADEMARK

Register PRINCIPAL

Renewal 3RD RENEWAL 19831016

**Live/Dead
Indicator** LIVE

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Minor Leagues

Vintage Gear

ESPN Exclusives

ESPN Radio

SportsCenter

Clearance Outlet

Tees- ESPN All Sports, All the Time Sport Gray Tee



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A timeless classic! This tee is a great addition to all wardrobes and ideal for weekdays or weekends. With a seamless collar and full double-needle stitching, this tee is perfect for all seasons. Create your favorite look using our exclusive CustomFan process!

Our Price: \$17.99

- 90% Cotton, 10% Polyester
- Country of origin: Honduras
- [Sizing Information](#)

Select Design:

SPORTSCENTER



Select Garment Color:



Ash



Light Blue



Light Yellow



Pink



Royal Blue



Sport Gray



White

Choose Logo Position:

Center Chest

Size

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jerseys

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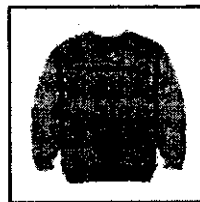
SportsCenter

[Women](#)[Polos](#)[Sweatshirts](#)[Tees](#)[All SportsCenter
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Sweatshirts (5)



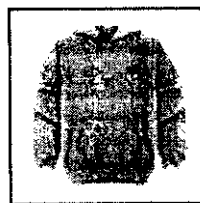
[ESPN All Sports, All the Time
Crewneck](#)
Our Price:\$34.99



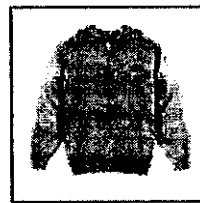
[Crewneck](#)
Our Price:\$34.99



[Hood](#)
Our Price:\$34.99



[ESPN Gold Hood](#)
Our Price:\$44.99



[ESPN Red Full Zip Hood](#)
Our Price:\$44.99

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Clearance Outlet

Sweatshirts- ESPN All Sports, All the Time Red Crewneck



[Click to Zoom](#)

ESPN All Sports, All the Time Red Crewneck

Select Design:



Embroidery



Embroidery

SPORTSCENTER

Select Garment Color:



Grey



Red



Royal

Choose Logo Position:

Center Chest

Size

BUY THIS ITEM

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[Tell A Friend](#)

Kick back, relax, and take a break from your busy life in this comfy crewneck sweatshirt. Featuring ribbed collar, cuffs, and waistband, this classic sweatshirt will never go out of style! Create your favorite look using our exclusive CustomFan process!

Our Price: \$34.99

- 50% Cotton, 50% Polyester
- Country of origin: United States
- [Sizing Information](#)

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Minor Leagues

Vintage Gear

ESPN Exclusives

ESPN Radio

SportsCenter

Clearance Outlet

ESPN All Sports, All the Time Heather/Navy Ladies 3/4 Sleeve



[Click to Zoom](#)

ESPN All Sports, All the Time Heather/Navy Ladies 3/4 Sleeve Raglan

Select Garment Color:



Heather/Navy



Lemon/Baby
Blue



Lime/Aqua

Size

BUY THIS ITEM

[Add To Wishlist](#)
[Tell A Friend](#)

These aren't just for softball anymore! Jump into one of the hottest trends in fashion with this supersoft raglan tee. Featuring a contoured fit with contrasting 3/4 sleeves and neckline, you'll look great and be comfy, no matter what sport is in season! Create a look that's your very own using our exclusive CustomFan process!

Our Price: \$24.99

- 100% Cotton
- Country of origin: United States
- [Sizing Information](#)

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Jerseys

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Select Garment Color:



Light Blue



Red

Size

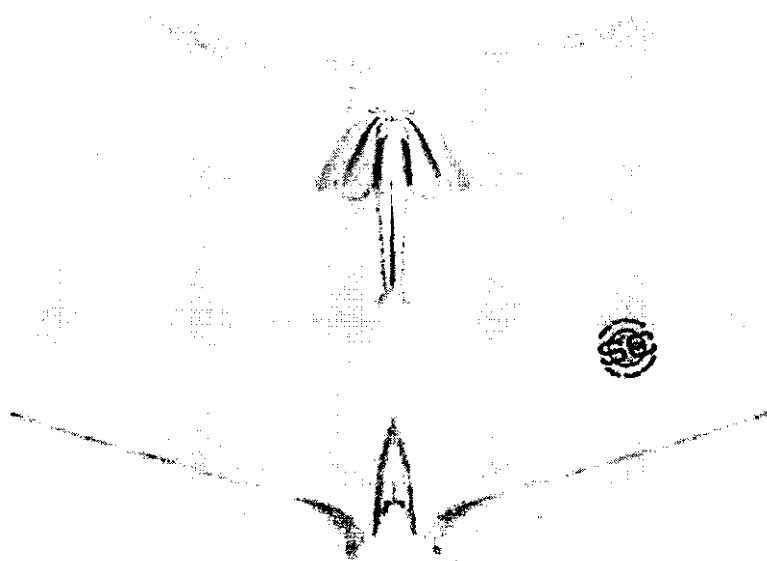
[BUY THIS ITEM](#)
[Add To Wishlist](#)
[Tell A Friend](#)
[Click to Zoom](#)**ESPN All Sports, All the Time White Ladies Shorts**

There's nothing like the perfect pair of shorts - and they are here! Made of soft, prewashed cotton fleece and complete with a low waist and inside drawstring, these are among the most comfortable shorts you'll ever find! They're perfect for sports or lounging and will surely be a favorite the whole year through. Buy the design shown or create your own favorite look using our exclusive CustomFan process!

Our Price: \$24.99

- 100% Cotton
- Country of origin: United States
- [Sizing Information](#)

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Olympics

NASCAR

Minor Leagues

Vintage Gear

ESPN Exclusives

ESPN Radio

SportsCenter

Clearance Outlet

ESPN All Sports, All the Time Pink Ladies Tanks



[Click to Zoom](#)

Select Garment Color:



Light Blue



Pink



Red

Size

BUY THIS ITEM

[Add To Wishlist](#)

[Tell A Friend](#)

ESPN All Sports, All the Time Pink Ladies Tanks

Something stylish and cool for those hazy summer days! Featuring spaghetti straps and crafted of a superfine baby rib combed cotton material, this tank is sure to become one of your favorites - both for its comfort and its style! Buy the design shown or put your very own spin on this classic style using our exclusive CustomFan process!

Our Price: \$17.99

- 100% Cotton
- Country of origin: United States
- [Sizing Information](#)

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SportsCenter

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Polos

Sweatshirts

Tees

All SportsCenter
Products

Add to Favorites

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NHL

NBA

College

Olympics

NASCAR

Minor Leagues

Vintage Gear

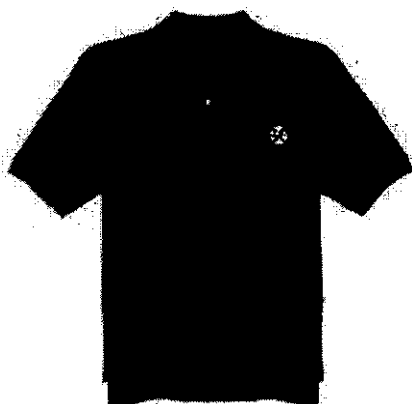
ESPN Exclusives

ESPN Radio

SportsCenter

Clearance Outlet

Polos- SportsCenter ESPN Gold SportsCenter Red Polo



[Click to Zoom](#)

Select Design:



Embroidery



Embro

Select Garment Color:



Dill



Oxford



Red



Slate Blue

Size

[BUY THIS ITEM](#)

[Add To Wishlist](#)
[Tell A Friend](#)

SportsCenter ESPN Gold SportsCenter Red Polo

Finally - a polo so soft, you'll never want to take it off! Crafted of fine handpicked Peruvian Pima cotton and featuring a mini-pique knit, this 3-button shirt is a must have! Whether you're hitting the links or heading in to the office, this polo is sure to look great! Buy the design shown or choose your favorite using our exclusive CustomFan process!

Our Price: \$44.99

- 100% Cotton
- Country of origin: Peru
- [Sizing Information](#)

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TTAB
IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

TRADEMARK TRIAL AND
APPEAL BOARD
93 JAN 15 PM 4:48

Time for filing a notice
of opposition is extended to
14 FEB 1993

Trademark Trial and
Appeal Board

26 JAN 1993

In re Application for Trademark
Registration of:

UNIVERSITY OF SOUTHERN CALIFORNIA

Serial No.: 74/094,681

Filed: September 5, 1990

For: SC

Combined International
Classes 6, 18, 24, 25

Attorney Docket No.:
1591.500100

REQUEST FOR FOURTH EXTENSION OF TIME

Honorable Commissioner of
Patents and Trademarks
Washington, D.C. 20231

Sir:

Pursuant to 37 C.F.R. § 2.102, it is hereby requested that the time for filing an Opposition against the above-captioned combined intent-to-use application for registration in International Classes 6, 18, 24 and 25, which was published in the August 18, 1992, issue of the Trademark Official Gazette, be extended for an additional 30 days, i.e., until Sunday, February 14, 1993.

This request is being filed on behalf of Spelman College, a Georgia corporation located at 350 Spelman Lane, Atlanta, Georgia 30314.

The additional time is needed to continue and conclude ongoing negotiations between Applicant and Spelman College concerning the application. Spelman College has made a written proposal to Applicant for a possible agreement that

would obviate the need for Spelman College to oppose the application. Applicant has taken the proposal under advisement.

Applicant's counsel of record, David S. Guttmann, Esq., was contacted by counsel for Spelman College in October, 1992, regarding the subject application. At that time, counsel for Spelman College was referred to Applicant's in-house counsel, J. Andrew Coombs, Esq., for further negotiations regarding the application. Negotiations are still ongoing between Applicant's in-house counsel, Mr. Coombs, and counsel for Spelman College. Mr. Coombs has orally consented to this additional 30-day extension of time to oppose.

Please direct all correspondence for Spelman College regarding this matter to the undersigned.

Respectfully submitted,


John W. Behringer
Leo J. Jennings

FITZPATRICK, CELLA, HARPER & SCINTO
277 Park Avenue
New York, New York 10172
(202) 347-8100

Attorneys for:
Spelman College

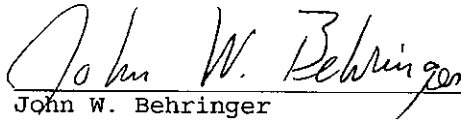
January 15, 1993

CERTIFICATE OF SERVICE

I hereby certify that a true copy of the foregoing has been furnished, by U.S. mail, postage prepaid this 15th day of January, 1993 to:

Applicant's attorney, David S. Guttman, Esq., with offices at Poms, Smith, Lande & Rose, 2121 Avenue of the Stars, Suite 1400, Los Angeles, California 90067; and

J. Andrew Coombs, Esq., with offices at University of Southern California, University Park, Los Angeles, California 90089-5013.


John W. Behringer



TIAB

TRADEMARK TRIAL AND
APPEAL BOARD
92 DEC 17 PM 4:20

Thrt

In re Application for Trademark
Registration of:

UNIVERSITY OF SOUTHERN CALIFORNIA

Serial No.: 74/094,681

Filed: September 5, 1990

For: SC

Combined International
Classes 6, 18, 24, 25

Attorney Docket No.:
1591.500100

WD

REQUEST FOR THIRD EXTENSION OF TIME

22 DEC 1992

Honorable Commissioner of
Patents and Trademarks
Washington, D.C. 20231

Time for filing a notice
of opposition is extended to
JAN 15 1993

Trademark Trial and
Appeal Board

Angela Campbell

Sir:

Pursuant to 37 C.F.R. § 2.102, it is hereby

requested that the time for filing an Opposition against the
above-captioned combined intent-to-use application for
registration in International Classes 6, 18, 24 and 25, which
was published in the August 18, 1992, issue of the Trademark
Official Gazette, be extended for an additional 30 days,
i.e., until Friday, January 15, 1993.

This request is being filed on behalf of Spelman
College, a Georgia corporation located at 350 Spelman Lane,
Atlanta, Georgia 30314.

The additional time is needed to continue and
conclude ongoing negotiations between Applicant and Spelman
College concerning the application. Spelman College has made
a written proposal to Applicant for a possible agreement that

would obviate the need for Spelman College to oppose the application. Applicant has taken the proposal under advisement.

Applicant's counsel of record, David S. Guttman, Esq., was contacted by counsel for Spelman College in October, 1992, regarding the subject application. At that time, counsel for Spelman College was referred to Applicant's in-house counsel, J. Andrew Coombs, Esq., for further negotiations regarding the application. Negotiations are ongoing between Applicant's in-house counsel, Mr. Coombs, and counsel for Spelman College. Mr. Coombs has orally consented to this additional 30-day extension of time to oppose.

Please direct all correspondence for Spelman College regarding this matter to the undersigned.

Respectfully submitted,


John W. Behringer
Leo J. Jennings

FITZPATRICK, CELLA, HARPER & SCINTO
277 Park Avenue
New York, New York 10172
(202) 347-8100

Attorneys for:
Spelman College

December 16, 1992

F505\W37397\WB\LJ\lshn



CERTIFICATE OF SERVICE

I hereby certify that a true copy of the foregoing
has been furnished, by U.S. mail, postage prepaid this 16th
day of December, 1992, to:

Applicant's attorney, David S. Guttman, Esq.,
with offices at Poms, Smith, Lande & Rose, 2121 Avenue of the
Stars, Suite 1400, Los Angeles, California 90067; and

J. Andrew Coombs, Esq., with offices at
University of Southern California, University Park, Los
Angeles, California 90089-5013.


John W. Behringer

TAB 9.22.92

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

In re Application for Trademark
Registration of:

UNIVERSITY OF SOUTHERN CALIFORNIA

Serial No.: 74/094,681

Filed: September 5, 1990

For: SC

Combined International
Classes 6, 18, 24, 25

Attorney Docket No.:
1591.500100

REQUEST FOR SECOND EXTENSION OF TIME

Honorable Commissioner of
Patents and Trademarks
Washington, D.C. 20231

10 NOV 1992
Please note that the time for
filing an opposition has been
extended to 16 DEC 1992, i.e.,
60 days from the date of
publication of the mark.

3001 Trademark Rule 2.102(c), as
amended effective February 27, 1983.

Sir:

Pursuant to 37 C.F.R. § 2.102, it is hereby
requested that the time for filing an Opposition against the
above-captioned combined intent-to-use application for
registration in International Classes 6, 18, 24 and 25, which
was published in the August 18, 1992, issue of the Trademark
Official Gazette, be extended for an additional 60 days,
i.e., until Friday, December 18, 1992. This request is being
filed on behalf of Spelman College, a Georgia corporation
located at 350 Spelman Lane, Atlanta, Georgia 30314.
Applicant and Spelman College have initiated discussions
regarding this matter, but additional time is needed to see
if an agreement can be reached that will obviate the need for
Spelman College to oppose the application.

Please direct all correspondence for Spelman
College regarding this matter to the undersigned.

Respectfully submitted,



John W. Behringer

FITZPATRICK, CELLA, HARPER & SCINTO
277 Park Avenue
New York, New York 10172
(202) 347-8100

Attorneys for:
Spelman College

October 16, 1992

F501\W33354\UWB\arg



CERTIFICATE OF SERVICE

I hereby certify that a true copy of the foregoing has been furnished, by U.S. mail, postage prepaid this 16th day of October, 1992, to Applicant's attorney, David S. Guttman, Esq., with offices at Poms, Smith, Lande & Rose, 2121 Avenue of the Stars, Suite 1400, Los Angeles, California 90067.

John W. Behringer
John W. Behringer



YML

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

In re Application for Trademark
Registration of:
UNIVERSITY OF SOUTHERN CALIFORNIA
Serial No.: 74/094,681 Combined International
Filed: September 5, 1990 Classes 6, 18, 24, 25
For: SC Attorney Docket No.:
1591.500100

2/18

REQUEST FOR EXTENSION OF TIME

Honorable Commissioner of
Patents and Trademarks
Washington, D.C. 20231

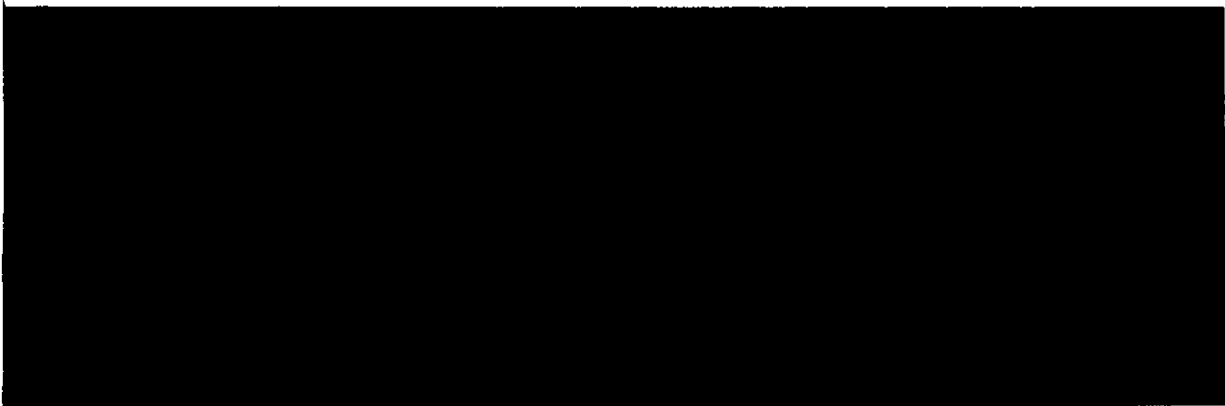
Sir:

Pursuant to 37 C.F.R. § 2.102, it is hereby
requested that the time for filing an Opposition against the
above-captioned combined intent-to-use application for
registration in International Classes 6, 18, 24 and 25, which
was published in the August 18, 1992, issue of the Trademark
Official Gazette, be extended for 30 days, i.e., until
Monday, October 19, 1992.

This request is being filed on behalf of Spelman
College, a Georgia corporation located at 350 Spelman Lane,
Atlanta, Georgia 30314.

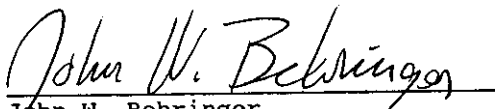
30 days from 17 SEP 1992 (the
date of expiration of the statutory thirty
day opposition period) is 17 OCT 1992,
and the present request is accordingly
granted to that date.

Angela Campbell



Please direct all correspondence to the
undersigned.

Respectfully submitted,


John W. Behringer
Elisabeth A. Langworthy

FITZPATRICK, CELLA, HARPER & SCINTO
1001 Pennsylvania Avenue, N.W.
Washington, D.C. 20004
(202) 347-8100

Attorneys for:
Spelman College

September 16, 1992

F5061W31099\EAL\gmc



#700P 30L TM

74 094681

APPLICATION FOR TRADEMARK/SERVICE MARK REGISTRATION

MARK: SC

CLASS NOS.: 6, 18, 24, 25

TO THE COMMISSIONER OF PATENTS AND TRADEMARKS:

Applicant's Name: | University of Southern California |

AA Business Address: | University Park
Los Angeles, California 90089 |

Individual

Country of Citizenship:

Partnership

Domicile (State or Country) of Partnership:

Names and Citizenship (Country) of General Partners:

X

Corporation

State or Country of Incorporation: California

1. Applicant requests registration of the above-identified trademark/service mark shown in the accompanying drawing in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946 (15 U.S.C. 1051 et. seq., as amended) for the following goods and services:


(63)
006
018
024
025

111 ~~Keyrings of non-precious metals; car emblems of non-precious metals, license plate frames; art work statuary of non-precious metals, in Class 6;~~

~~018 Umbrellas, hand luggage, tote bags, luggage, (namely tote bags, hand luggage, garment bags and overnight bags), fanny packs, toiletry bags, briefcase, bags, golf bags, laundry bags, back packs, in Class 18;~~

~~024 Towels, blankets, pennants, and flags, in Class 24; and
025 sweatshirts and t-shirts, in Class 25; and~~

~~All goods being offered and sold to persons desiring to associate themselves with the University of Southern California.~~



2.

Applicant is using the mark in commerce on or in connection with the above identified goods/services. (15 U.S.C. 1051(a), as amended.) Three specimens showing the mark as used in commerce are submitted with this application.

- Date of first use of the mark anywhere:
- Date of first use of the mark in commerce which the U.S. Congress may regulate:
- Type of commerce (e.g., interstate, between the U.S. and a specified foreign country):
- Manner or mode of use of mark on or in connection with the goods/services:

X

Applicant has a bona fide intention to use the mark in commerce on or in connection with the above identified goods. (15 U.S.C. 1051(b), as amended.)

- Specify intended manner or mode of use of the mark on or in connection with the goods/services:

Class 6: Applied directly to the goods, on labels attached to the goods, on packaging enclosing the goods, or in other ways customary in the trade.

Class 18: Applied directly to the goods, on labels attached to the goods, on packaging enclosing the goods, or in other ways customary in the trade.

Class 24: Applied directly to the goods, on labels attached to the goods, on packaging enclosing the goods, or in other ways customary in the trade.

Class 25: Applied directly to the goods, to labels or hang tags attached to the goods, on packaging for the goods, or in other ways customary in the trade.

Applicant asserts a claim of priority based upon a foreign application in accordance with 15 U.S.C. 1126(d), as amended.

- Country of foreign filing:
- Application No.:

- Date of foreign filing:

Applicant requests the benefit of 15 U.S.C. §1126(e) and will comply with all requirements of the law and rules in order to receive such benefit.

- Country of registration/application:

- Registration/application number:

3. I, the undersigned, being hereby warned that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of this application or any registration resulting therefrom, declare that I am authorized to execute this application on behalf of said applicant; I believe said applicant to be the owner of the mark sought to be registered; or, if the application is being filed under 15 U.S.C. 1051(b), he/she believes applicant to be entitled to use such mark in commerce; to the best of my knowledge and belief no other person, firm, corporation, or association has the right to use said mark in commerce, either in the identical form or in such near resemblance thereto as may be likely, when applied to the goods or services of such other person, to cause confusion, or to cause mistake, or to deceive; the facts set forth in this application are true; and all statements made of my own knowledge are true and all statements made on information and belief are believed to be true.

UNIVERSITY OF SOUTHERN CALIFORNIA

Dated: 8/29/90 By: Dennis F. Dougherty
Name: Dennis F. Dougherty
Title: Senior Vice President
of Administration

POWER OF ATTORNEY

AT Applicant hereby appoints [Bernard R. Gans, William Poms, Guy P. Smith, Gary E. Lande, Alan C. Rose, Louis J. Bovasso, David J. Oldenkamp, M. Michael Carpenter, Christopher Darrow, Kurt A. MacLean, Todd B. Serota, Charles Rosenberg, Marc E. Brown, Breton A. Bocchieri, Daniel F. Sullivan, Anthony T. Cascio, Michael B. Lachuk, Janis C. Henry, Brian W. Kasell, and Richard E. Campbell each of

2A
whom is a member of the State Bar of California and whose address is: [POMS, SMITH, LANDE & ROSE, Professional Corporation, 2121 Avenue of the Stars, Suite 1400, Los Angeles, California 90067-5010, telephone number (213) 277-8141, to prosecute this application to registration, to transact all business in the Patent and Trademark Office in connection therewith, to receive the Certificate of Registration and all subsequent correspondence related to the registration.]

UNIVERSITY OF SOUTHERN CALIFORNIA

Dated: 8/29/90 By: *Dennis F. Dougherty*
Name: Dennis F. Dougherty
Title: Senior Vice President
of Administration



INT. CL.	6	18	24	25
PRIOR USC	14	34	41	42
	39			

COMBINED

74 094681

DOCKET NO. 80-283

APPLICANT: UNIVERSITY OF SOUTHERN CALIFORNIA

ADDRESS: University Park
Los Angeles, California 90089

FIRST USE: Intent to use

FIRST USE IN
COMMERCE: Intent to use

FOR: Keyrings of non-precious metals; car emblems of non-precious metals, license plate frames; art work statuary of non-precious metals, in Class 6; Umbrellas, hand luggage, tote bags, luggage, (namely tote bags, hand luggage, garment bags and overnight bags), fanny packs, toiletry bags, briefcase, bags, golf bags, laundry bags, back packs in Class 18; Towels, blankets, pennants, and flags in Class 24; Sweatshirts and t-shirts in Class 25; all goods being offered and sold to persons desiring to associate themselves with the University of Southern California.

CLASSES: 6, 18, 24, 25

SC

REGISTERED

JUL 12 1994

PAT. & TRADEMARK OFFICE

DELETED

AUG 13 1992



ATTY DOCKET 80-283

IN THE UNITED STATES PATENT & TRADEMARK OFFICE

APPLICANT: University of Southern
California

MARK: SC

SERIAL NO. 74/094,681

FILED: 9/05/90

CLASSES: 6,18,24 & 25

EXAMINER:
Katherine Stoides

LAW OFFICE: 15

Commissioner of Patents & Trademarks
Washington, D.C. 20231

AMENDMENT A

This is in response to the Office Action mailed January 29, 1991, for which response is due Monday, July 29, 1991.

1. If any fees are due for or as a consequence of this Amendment, please charge our Deposit Account 16-2230.

RULE 1.8 CERTIFICATE OF MAILING

Deposit Date: 7/29/91

I hereby certify that this paper or fee is being deposited with the U.S. Postal Service with sufficient postage as first class mail under 37 CFR 1.8 on the date indicated above in an envelope addressed to the Commissioner of Patents and Trademarks, Washington, D.C. 20231.

The person mailing this paper or fee is:

PRINT NAME: David S. Guttman

SIGNATURE: David S. Guttman

APPLICANT'S ATTORNEY REG. 27,479

No fees are
believed due.

DSG
7/29/91

91 AUG -6 PM 3:33

LAW OFFICE 15
T.M.E.O.

3. PLEASE AMEND THE APPLICATION AS FOLLOWS:

At page 1, in the paragraph numbered "1.", after the words "the following goods and services:" please delete to the bottom of the page and substitute the following:

- Class 6: Keyrings of non-precious metals; [decorative emblems or plates of non-precious metals for attachment to autos, metal license plate frames, art work, statuary of non-precious metals, all goods being offered and sold to persons through University authorized channels of trade;* *OK David*
- Class 18: Umbrellas, hand luggage, tote bags, luggage; (namely, tote bags, hand luggage, garment bags for travel, and small traveling bags for overnight trips), fanny packs, toiletry bags sold empty, briefcases, back packs, all goods being offered and sold to persons through University authorized channels of trade;* *18/3,4*
- Class 24: Towels, blankets, cloth pennants, and cloth flags, all goods being offered and sold to persons through University authorized channels of trade; and* *24/42, 2*
- Class 25: Sweatshirts and t-shirts, all goods being offered and sold to persons through University authorized channels of trade. --* *25/39*

R E M A R K S

1. GOODS AMENDMENTS DESCRIBED

The Examiner's suggestions for clarifying the goods have generally been adopted without adding any new classes.

IN EACH CLASS:

A limitation of the channels of trade of the goods has been added, namely "all goods being offered and sold to persons through University authorized channels of trade". This wording was used in the same applicant's now Allowed "SOUTHERN CAL" TM Appln. 74/094,678 in Classes 25 and 41, also examined by Examiner Stoides.

IN CLASS 6:

a. The words "car emblems of nonprecious metals" have been deleted and -- decorative emblems or plates of nonprecious metals for attachment to autos -- substituted. A sketch generally representing how such a decorative emblem might appear and be decoratively affixed to an auto is attached.

b. The words "license plate frames" have been amended to - metal license plate frames --.

IN CLASS 18:

a. The words "garment bags" have been amended to -- garment bags for travel --.

b. The words "overnight bags" have been deleted and -- small traveling bags for overnight trips -- substituted. This is a paraphrase of the definition of "overnight bag" as appears in the 1986 edition of Webster's Third International Dictionary, published by Merriam Webster (see attachment).

c. The words "toiletory bags" have been amended to -- toiletory bags sold empty --.

d. The word "briefcase" has been pluralized, and the single word "bags" which follows it has been deleted.

e. The goods "golf bags" and "laundry bags" have been deleted.

IN CLASS 24:

a. The words "pennants and flags" have been amended to -- cloth pennants and cloth flags --.

2. T R A V E R S A L S

Having clarified that the goods of the application are limited to those offered and sold to persons through University authorized channels of trade, applicant respectfully traverses the Section 1052(d) Refusal in Class 25 and asks for reconsideration as to likelihood of confusion with the cited "Sc" design mark of TM Reg. 1,146,441 of Snake Creek Manufacturing Co., Inc.

Applicant University of Southern California is a nationally famous university that has long also been well known by the shorter names "Southern Cal" and "SC". Particularly with respect to clothing in class 25, see applicant's "SOUTHERN CAL" TM Reg. 1,564,659 (T-shirts). Southern Cal has a strong collegiate licensing program. Please see the attached Trojan Gift Collection, 1990-1991 USC, particularly the "SC" clothing at page 4, item 30; page 14, item 115; page 15, item 118, and page 18, item 145.

Southern Cal's trademarked clothing is offered and sold through university authorized channels of trade to SC's prospective and current students, alumni, fans of its athletic teams, visitors to its campus, and others desiring the cachet of its authentic collegiate-style clothing. Therefore, in such channels of trade prospective buyers encountering Southern Cal's SC-trademarked collegiate clothing are unlikely be confused that it is the "Sc" design marked clothing emanating from Snake Creek Manufacturing Co., Inc. of New York.

Moreover, in this class a number of "SC" clothing marks besides the cited "Sc" Design TM Reg. 1,146,441 already coexist as registrations without likelihood of confusion. See for example the attached copies of "SC" design TM Reg. 506,143 (for socks) owned by Kayser-Roth Corp., "SC" design TM Reg. 984,558 (for neckwear) owned by Superba, Inc.; and "SC" design TM Reg. 1,495,906 (for scarves, hose, etc.) owned by Lifestyle Brands, Ltd. Therefore, given the limitation on channels of trade for Southern Cal's goods, its use of "SC" is also likely to be distinguishable without likelihood of confusion.

6. C O N C L U S I O N S

The goods of classes 6, 18, and 24 having been amended to remove outstanding objections to their wording and there being no outstanding basis for refusal, it is submitted that a decision to Publish ought to be granted with respect to classes 6, 18, and 24.

In class 25, for the reasons stated above it is submitted that applicant's proposed use of "SC" in Class 25 is not likely to cause confusion with the cited design mark of TM Reg. 1,146,441. Therefore, a decision to Publish also ought to be granted with respect to class 25, and the application as a whole published.

If any problems remain, the Examiner is respectfully requested to telephone the undersigned attorney (213/788-5058) so

they can speedily be resolved by a supplemental or Examiner's amendment.

Respectfully submitted,

David S. Guttman

7/29/91
Date

David S. Guttman
Applicant's Attorney
POMS, SMITH, LANDE & ROSE
2121 Avenue of the Stars, Suite 1400
Los Angeles, California 90067
(213) 788-5058

Attchs: "SOUTHERN CAL" TM Appln. 07/094,678
Car Emblem Sketch
Definition "Overnight Bag"
"SOUTHERN CAL" TM Reg. 1,564,659
Applicant's Catalog
"SC" design TM Reg. 506,143
"SC" design TM Reg. 984,558
"SC" design TM Reg. 1,495,906



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**Word Mark** A**Goods and Services**

IC 014. US 002 027 028 050. G & S: Jewelry, pendants, clocks. FIRST USE: 19971015. FIRST USE IN COMMERCE: 19971015

IC 016. US 002 005 022 023 029 037 038 050. G & S: pencils, pens, checkbook covers, post cards, desk accessories, namely, paperweights, letter openers and desk top business card holders, note cards, paper napkins, paper table cloths, bulletin boards, binders, wirebound note books, note pad holders, organizers for desk top, stationery and/or personal use, day planners, drafting paper, writing instruments, photo albums and decals. FIRST USE: 19971015. FIRST USE IN COMMERCE: 19971015

IC 018. US 001 002 003 022 041. G & S: backpacks, wallets, card holders, namely, cases for business cards and/or credit cards, briefcases, umbrellas and briefcase-type portfolios. FIRST USE: 19971015. FIRST USE IN COMMERCE: 19971015

IC 020. US 002 013 022 025 032 050. G & S: picture frames. FIRST USE: 19971015. FIRST USE IN COMMERCE: 19971015

IC 021. US 002 013 023 029 030 033 040 050. G & S: beverage glassware, mugs, cups, water bottles sold empty, plates. FIRST USE: 19971015. FIRST USE IN COMMERCE: 19971015

IC 025. US 022 039. G & S: T-shirts, tank tops, shirts, hats, workout wear, namely,

sweatpants, sweatshirts, tights and sports bras, leggings, bike shorts, visors, socks, caps, namely, clothing caps and/or baseball caps, jackets. FIRST USE: 19971015. FIRST USE IN COMMERCE: 19971015

IC 012. US 019 021 023 031 035 044. G & S: license plate holders. FIRST USE: 19971015. FIRST USE IN COMMERCE: 19971015

Mark	
Drawing Code	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design Search Code	031702 260117 260121
Serial Number	75383663
Filing Date	November 3, 1997
Current Filing Basis	1A
Original Filing Basis	1B
Published for Opposition	August 11, 1998
Registration Number	2272990
Registration Date	August 24, 1999
Owner	(REGISTRANT) Aztec Shops Ltd. of San Diego State University CORPORATION CALIFORNIA San Diego State University San Diego CALIFORNIA 921821701
Attorney of Record	FRANK D GILLIAM
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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**Word Mark****A****Goods and Services**

IC 006. US 013 025 050. G & S: keyrings, license plates. FIRST USE: 19890401. FIRST USE IN COMMERCE: 19890401

IC 014. US 027 028. G & S: pins in the nature of jewelry, necklaces, earrings, watches, tie tacks, jewelry chain, clocks. FIRST USE: 19890401. FIRST USE IN COMMERCE: 19890401

IC 016. US 037 038. G & S: paper, binders, paper folders, postcards printed sports programs, university newsletters, pens, decals, bumper stickers. FIRST USE: 19890401. FIRST USE IN COMMERCE: 19890401

IC 025. US 039. G & S: hats, visors, shirts, shorts, pants, sweaters. FIRST USE: 19890401. FIRST USE IN COMMERCE: 19890401

IC 028. US 022. G & S: footballs, basketballs, toy stuffed animals, flying discs, football and baseball helmets. FIRST USE: 19890401. FIRST USE IN COMMERCE: 19890401

IC 041. US 107. G & S: entertainment services in the nature of live sporting exhibitions, entertainment services in the nature of radio and television programs dealing with university events. FIRST USE: 19890401. FIRST USE IN COMMERCE: 19890401

Mark Drawing Code (5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM
Serial Number 74090511
Filing Date August 23, 1990
Current Filing Basis 1A
Original Filing Basis 1A
Published for Opposition February 18, 1992
Registration Number 1685998
Registration Date May 12, 1992
Owner (REGISTRANT) ARIZONA BOARD OF REGENTS ON BEHALF OF THE UNIVERSITY OF ARIZONA CORPORATION ARIZONA SUPO 10,000 Tucson ARIZONA 85720
Attorney of Record MICHAEL DRUCKER
Prior Registrations 1511025
Type of Mark TRADEMARK. SERVICE MARK
Register PRINCIPAL
Affidavit Text SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20020517.
Renewal 1ST RENEWAL 20020517
Live/Dead Indicator LIVE

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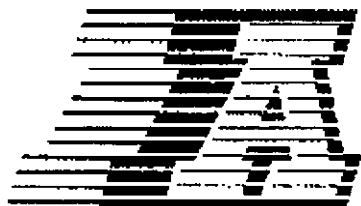
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A

**Goods and
Services**

IC 041. US 107. G & S: ENTERTAINMENT SERVICES, NAMELY THE PRESENTATION OF LIVE ATHLETIC EVENTS AND CONTESTS AT THE COLLEGE LEVEL. FIRST USE: 19860401. FIRST USE IN COMMERCE: 19860401

**Mark Drawing
Code**

(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

**Design Search
Code**

261705

Serial Number

73632869

Filing Date

November 28, 1986

**Current Filing
Basis**

1A

**Original Filing
Basis**

1A

**Published for
Opposition**

September 1, 1987

**Registration
Number**

1466654

**Registration
Date**

November 24, 1987

Owner (REGISTRANT) UNIVERSITY OF AKRON, THE STATE UNIVERSITY OHIO
302 E. BUCHTEL AVENUE AKRON OHIO 44325

Description of Mark THE LINING OF THE DRAWING IS A FEATURE OF THE MARK AND DOES NOT INDICATE COLOR.

Type of Mark SERVICE MARK

Register PRINCIPAL

Affidavit Text SECT 15. SECT 8 (6-YR).

Live/Dead Indicator LIVE

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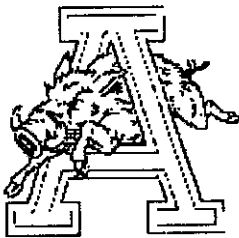
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Word Mark	A
Goods and Services	IC 025. US 039. G & S: T-SHIRTS AND SPORT SHIRTS. FIRST USE: 19650000. FIRST USE IN COMMERCE: 19650000
Mark Drawing Code	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design Search Code	030709
Serial Number	73746824
Filing Date	August 18, 1988
Current Filing Basis	1A
Original Filing Basis	1A
Published for Opposition	August 22, 1989
Registration Number	1566053
Registration Date	November 14, 1989
Owner	(REGISTRANT) BOARD OF TRUSTEES OF THE UNIVERSITY OF ARKANSAS, THE PUBLIC BODY CORPORATE ARKANSAS 1201

MCALMONT STREET LITTLE ROCK ARKANSAS 72202

**Attorney of
Record** SHEILA F. ANTHONY
Type of Mark TRADEMARK
Register PRINCIPAL
Affidavit Text SECT 15. SECT 8 (6-YR).
**Live/Dead
Indicator** LIVE

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IC 006. US 002 012 013 014 023 025 050. G & S: METAL AND NON-METAL KEY CHAINS, METAL LICENSE PLATES, METAL PADLOCKS. FIRST USE: 19980600. FIRST USE IN COMMERCE: 19980600

IC 014. US 002 027 028 050. G & S: EARRINGS, NECKLACES, BRACELETS BEING JEWELRY, WATCHES, RINGS BEING JEWELRY, PENDANTS, ORNAMENTAL LAPEL PINS, MEDALLIONS. FIRST USE: 19980600. FIRST USE IN COMMERCE: 19980600

IC 016. US 002 005 022 023 029 037 038 050. G & S: STICKERS, LETTERHEAD STATIONERY, POSTCARDS, BLANK NOTE CARDS, WRAPPING PAPER, BOWS, PLAYING CARDS, ADDRESS BOOKS, APPOINTMENT BOOKS, PAPER WEIGHTS, MEDIA GUIDES, PROGRAMS, BROCHURES ABOUT UPCOMING EVENTS AND EDUCATIONAL AND ENTERTAINMENT PROGRAMS AT THE UNIVERSITY OF ALABAMA, PARKING DECALS, ENVELOPES, PAPER BAGS AND POUCHES FOR PACKAGING. FIRST USE: 19981100. FIRST USE IN COMMERCE: 19981100

IC 020. US 002 013 022 025 032 050. G & S: BAR STOOLS, BUNK BEDS, CHAIRS, BENCHES, TABLES, BABY CRIBS, WOODEN PICTURE FRAMES, SNOW

GLOBES, PLASTIC NOVELTY LICENSE PLATES, METAL PICTURE FRAMES.
FIRST USE: 19990400. FIRST USE IN COMMERCE: 19990400

IC 021. US 002 013 023 029 030 033 040 050. G & S: DRINKING GLASSES, SHOT GLASSES, STAINED GLASS DECORATION, DECORATIVE GLASS FIGURINES, WATER BOTTLES SOLD EMPTY, MUGS, BOTTLE OPENERS. FIRST USE: 19980700. FIRST USE IN COMMERCE: 19980700

IC 025. US 022 039. G & S: MEN'S WOMEN'S AND CHILDREN'S CLOTHING; NAMELY, HATS, SOCKS, SHOES, SHIRTS, SHORTS, PANTS, JACKETS, JERSEYS, T-SHIRTS. FIRST USE: 19980800. FIRST USE IN COMMERCE: 19980800

IC 028. US 022 023 038 050. G & S: TOY STUFFED ANIMALS, YO-YO'S, SPRING TOYS, BASKETBALLS, GOLF BALLS, FOOTBALLS, TOY MODEL CARS AND PLANES, BOARD GAMES, CHRISTMAS TREE ORNAMENTS. FIRST USE: 19991100. FIRST USE IN COMMERCE: 19991100

IC 041. US 100 101 107. G & S: EDUCATIONAL SERVICES, NAMELY, UNIVERSITY UNDERGRADUATE, GRADUATE, EXTENSION, AND COMMUNITY EDUCATION, PUBLIC LECTURES, AND WORKSHOPS, SEMINARS, AND CONFERENCES CONDUCTED IN CONNECTION WITH THE FOREGOING. FIRST USE: 19980800. FIRST USE IN COMMERCE: 19980800

Mark Drawing Code	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design Search Code	030301 030316 030324 030326
Serial Number	76212791
Filing Date	February 20, 2001
Current Filing Basis	1A
Original Filing Basis	1A
Published for Opposition	December 3, 2002
Change In Registration	CHANGE IN REGISTRATION HAS OCCURRED
Registration Number	2745882
Registration Date	August 5, 2003
Owner	(REGISTRANT) The Board of Trustees of the University of Alabama CORPORATION ALABAMA P.O. Box BT 401 Queen City Avenue Tuscaloosa ALABAMA 354011551
Attorney of Record	David J Kera

Prior Registrations 1264212;1322955;1325940;1351302;AND OTHERS
Description of Mark The stippling is a feature of the mark.
Type of Mark TRADEMARK. SERVICE MARK
Register PRINCIPAL
Live/Dead Indicator LIVE

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IC 006. US 002 012 013 014 023 025 050. G & S: metal key chains, metal license plates and metal money clips. FIRST USE: 19700000. FIRST USE IN COMMERCE: 19700000

IC 009. US 021 023 026 036 038. G & S: Mouse pads, magnets, telephones, computer screensaver software, football helmets. FIRST USE: 19700000. FIRST USE IN COMMERCE: 19700000

IC 014. US 002 027 028 050. G & S: Jewelry; namely, earrings, charms, necklaces and pendants, tie tacks, cuff links, clocks, and watches. FIRST USE: 19700000. FIRST USE IN COMMERCE: 19700000

IC 016. US 002 005 022 023 029 037 038 050. G & S: Paper goods and printed matter; namely, stickers, bumper stickers, decals, decalcomanias, printed paper signs, bank checks, calendars, notebooks, spiral notebooks; pens and pencils. FIRST USE: 19700000. FIRST USE IN COMMERCE: 19700000

IC 018. US 001 002 003 022 041. G & S: Backpacks, fanny packs, tote bags, luggage, umbrellas, wallets. FIRST USE: 19700000. FIRST USE IN COMMERCE: 19700000

IC 020. US 002 013 022 025 032 050. G & S: Bean bag chairs, stadium seat cushions, and non-metal money clips. FIRST USE: 19700000. FIRST USE IN COMMERCE: 19700000

IC 021. US 002 013 023 029 030 033 040 050. G & S: Sport bottles sold empty, coasters, insulating sleeve holders for beverage cans, glass drinking glasses, beer mugs, shot glasses, earthenware mugs, and wastepaper baskets. FIRST USE: 19700000. FIRST USE IN COMMERCE: 19700000

IC 024. US 042 050. G & S: Towels, bed blankets, cloth pennants, cloth flags, golf towels, and oven mitts. FIRST USE: 19700000. FIRST USE IN COMMERCE: 19700000

IC 025. US 022 039. G & S: Clothing; namely, bandannas, t-shirts, shorts, sweaters, rain coats, sweatshirts, sweatpants, golf shirts, jackets, baseball hats, visors, socks, shoes university athletic team jerseys, belts and suspenders. FIRST USE: 19700000. FIRST USE IN COMMERCE: 19700000

IC 028. US 022 023 038 050. G & S: Golf balls, golf bags, golf tees, divot repair tools, footballs, basketballs, soccer balls, baseballs, decorative wind socks, board games, flying discs, stuffed toy animals, and yo-yos. FIRST USE: 19700000. FIRST USE IN COMMERCE: 19700000

Mark Drawing Code	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design Search Code	031508 031524
Serial Number	76108953
Filing Date	August 14, 2000
Current Filing Basis	1A
Original Filing Basis	1A
Published for Opposition	October 22, 2002
Registration Number	2673775
Registration Date	January 14, 2003
Owner	(REGISTRANT) University of South Carolina STATE AGENCY SOUTH CAROLINA 109 Osborne Administration Building Columbia SOUTH CAROLINA 29208
Attorney of Record	John C. McElwaine
Prior Registrations	2065288
Type of Mark	TRADEMARK
Register	PRINCIPAL

**Live/Dead
Indicator**

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**Word Mark** C

Goods and Services IC 016. US 002 005 022 023 029 037 038 050. G & S: printed matter, namely, programs, schedules and media guides containing information on university sporting events. FIRST USE: 19960716. FIRST USE IN COMMERCE: 19960716

IC 025. US 022 039. G & S: clothing, namely, sweatshirts, T-shirts, pants, shorts, jackets, hats, and scarves. FIRST USE: 19960716. FIRST USE IN COMMERCE: 19960818

IC 041. US 100 101 107. G & S: providing of training, namely, training collegiate athletes for football, basketball, cross-country running, wrestling, baseball, softball, indoor and outdoor track and field events, volleyball, field hockey, and gymnastics competitions; sporting activities, namely, providing athletic facilities; arranging for and conducting collegiate athletic competitions; arranging for conducting summer camps for sporting and recreational activities; providing sports information to the media and to other colleges and universities. FIRST USE: 19960716. FIRST USE IN COMMERCE: 19960716

Mark

Drawing Code (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design Search Code 261701 261707

Serial

Number 75213825
Filing Date December 16, 1996
Current Filing Basis 1A
Original Filing Basis 1A
Published for Opposition October 28, 1997
Registration Number 2130303
Registration Date January 20, 1998
Owner (REGISTRANT) CENTRAL MICHIGAN UNIVERSITY CORPORATION
MICHIGAN 200 West Hall Mt. Pleasant MICHIGAN 48859
Type of Mark TRADEMARK. SERVICE MARK
Register PRINCIPAL
Affidavit Text SECT 15. SECT 8 (6-YR).
Live/Dead Indicator LIVE

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Word Mark	C
Goods and Services	IC 025. US 039. G & S: clothing; namely, T-shirts and sweatshirts. FIRST USE: 19920901. FIRST USE IN COMMERCE: 19920901
Mark Drawing Code	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design Search Code	030103 030116 030124 260121
Serial Number	74349440
Filing Date	January 19, 1993
Current Filing Basis	1A
Original Filing Basis	1A
Published for Opposition	February 22, 1994
Registration Number	1836855
Registration Date	May 17, 1994
Owner	(REGISTRANT) California State University, Chico STATE AGENCY CALIFORNIA 400 West First Avenue Chico CALIFORNIA 959290150

(LAST LISTED OWNER) TRUSTEES OF THE CALIFORNIA STATE
UNIVERSITY, THE STATE AGENCY BY ASSIGNMENT CALIFORNIA 401
GOLDEN SHORE LONG BEACH CALIFORNIA 90802

Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	MARTIN F. MAJESTIC
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR).
Live/Dead Indicator	LIVE

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Record 1 out of 1**Check Status***(TARR contains current status, correspondence address and attorney of record for this mark. Use the "Back" button of the Internet Browser to return to TESS)***Word Mark** D**Goods and Services**

IC 041. US 100 101 107. G & S: college educational services and arranging and conducting related athletic competitions at the collegiate level presented live and through (a) broadcast media; and (b) telecast media, excluding live television coverage of baseball games (except on television news or in tournaments participated in or controlled by Duquesne University of the Holy Ghost). FIRST USE: 19900215. FIRST USE IN COMMERCE: 19900215

Mark**Drawing Code**

(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design Search Code

260925

Serial Number

74657093

Filing Date

April 7, 1995

Current Filing Basis

1A

Original Filing Basis

1A

Published for Opposition

February 13, 1996

Registration

Number 2657457
Registration Date December 10, 2002
Owner (REGISTRANT) Duquesne University of the Holy Ghost NON-PROFIT CORPORATION PENNSYLVANIA 505 Administration Building Pittsburgh PENNSYLVANIA 15282
Attorney of Record Arnold B. Silverman
Type of Mark SERVICE MARK
Register PRINCIPAL
Live/Dead Indicator LIVE

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D

Goods and Services

IC 006. US 013 025. G & S: key chains made primarily of metal. FIRST USE: 19710600. FIRST USE IN COMMERCE: 19710600

IC 020. US 032. G & S: tables. FIRST USE: 19710600. FIRST USE IN COMMERCE: 19710600

IC 025. US 039. G & S: scarves, hats, socks, shirts, sweaters and pants. FIRST USE: 19710600. FIRST USE IN COMMERCE: 19710600

Mark Drawing Code

(5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM

Serial Number

74209067

Filing Date

September 30, 1991

Current Filing Basis

1A

Original Filing Basis

1A

Published for Opposition

May 26, 1992

Registration Number

1707766

Registration Date

August 18, 1992

Owner (REGISTRANT) Duke University NONPROFIT CORPORATION NORTH
CAROLINA Durham NORTH CAROLINA 27706

**Attorney of
Record** VEDIA JONES-RICHARSON

Type of Mark TRADEMARK

Register PRINCIPAL

Affidavit Text SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20021108.

Renewal 1ST RENEWAL 20021108

**Live/Dead
Indicator** LIVE

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F

Goods and Services

IC 025. US 022 039. G & S: clothing, namely, shirts, T-shirts, sweat shirts, sweat pants, sweaters, coats, caps and hats. FIRST USE: 19950000. FIRST USE IN COMMERCE: 19950000

Mark Drawing Code

(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design Search Code

032105 032126

Serial Number

75368273

Filing Date

October 6, 1997

Current Filing Basis

1A

Original Filing Basis

1A

Published for Opposition

September 15, 1998

Registration Number

2208807

Registration Date

December 8, 1998

Owner

(REGISTRANT) University Athletic Association, Inc. NOT-FOR-PROFIT

CORPORATION FLORIDA P.O. Box 144855 Gainesville FLORIDA 326042485

Attorney of Record	MILES J ALEXANDER
Prior Registrations	1228944;1970217;1975079
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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Record 1 out of 1**Check Status***(TARR contains current status, correspondence address and attorney of record for this mark. Use the "Back" button of the Internet Browser to return to TESS)***Word Mark****F****Goods and Services**

IC 016. US 002 005 022 023 029 037 038 050. G & S: paper articles, namely, notebooks, stationery, and printed guides in the field of collegiate athletics. FIRST USE: 19800000. FIRST USE IN COMMERCE: 19800000

IC 021. US 002 013 023 029 030 033 040 050. G & S: household goods, namely, decorative plates, beverage mugs and all purpose portable household containers. FIRST USE: 19800000. FIRST USE IN COMMERCE: 19800000

IC 025. US 022 039. G & S: clothing, namely, sweatshirts, sweatpants, T-shirts, and hats. FIRST USE: 19800000. FIRST USE IN COMMERCE: 19800000

Mark Drawing Code

(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design Search Code

030108

Serial Number

75273673

Filing Date

April 14, 1997

Current Filing Basis

1A

Original Filing Basis

1A

Published for

December 16, 1997

Opposition**Registration
Number** 2174670**Registration
Date** July 21, 1998**Owner** (REGISTRANT) FERRIS STATE UNIVERSITY CORPORATION MICHIGAN
West 108, 330 Oak St. Big Rapids MICHIGAN 49307**Attorney of
Record** FREDRIC N GOLDBERG**Description of
Mark** The lining shown in the drawing is a feature of the mark and is not intended to
indicate color.**Type of Mark** TRADEMARK**Register** PRINCIPAL**Live/Dead
Indicator** LIVE[PTO HOME](#)[TRADEMARK](#)[TESS HOME](#)[NEW USER](#)[STRUCTURED](#)[FREE FORM](#)[BROWSE DICT](#)[TOP](#)[HELP](#)[HOME](#) | [INDEX](#) | [SEARCH](#) | [SYSTEM ALERTS](#) | [BUSINESS CENTER](#) | [NEWS&NOTICES](#) |
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Record 1 out of 1**Check Status***(TARR contains current status, correspondence address and attorney of record for this mark. Use the "Back" button of the Internet Browser to return to TESS)***Word Mark**

G

Goods and Services

IC 041. US 107. G & S: Educational and Entertainment Services-Namely, Conducting Intercollegiate Football Games and Exhibitions. FIRST USE: 19640900. FIRST USE IN COMMERCE: 19640900

Mark Drawing Code

(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design Search Code

260301

Serial Number

73338711

Filing Date

November 24, 1981

Current Filing Basis

1A

Original Filing Basis

1A

Published for Opposition

November 15, 1983

Registration Number

1286482

Registration Date

July 17, 1984

Owner

(REGISTRANT) University of Georgia Athletic Association, Inc. CORPORATION

GEORGIA Georgia Coliseum, University of Georgia Athens GEORGIA 30613

Description of Mark The drawing is lined for the color red.

Type of Mark SERVICE MARK

Register PRINCIPAL

Affidavit Text SECT 15. SECT 8 (6-YR).

Live/Dead Indicator LIVE

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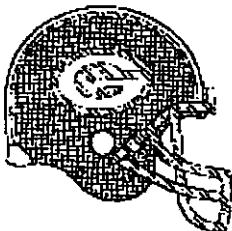
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**Word Mark** G**Goods and
Services**

IC 016. US 002 005 022 023 029 037 038 050. G & S: [[trading cards, posters, magazines and books regarding football, postcards, calendars, wrapping paper, paper gift boxes, paper stickers, paper napkins,[paper towels,] posterbooks, notepads, paper hats and greeting cards]]. FIRST USE: 19630900. FIRST USE IN COMMERCE: 19630900

IC 025. US 022 039. G & S: [[men's, women's and children's clothing and footwear; namely, coaches caps, wool hats, [painters caps,] baseball caps, visors, headbands, ear muffs, knit face masks, belts, wristbands, T-shirts, tank tops, pajamas, golf shirts, sweaters, sweatshirts, jackets, neckties, braces, cloth bibs, jerseys, night shirts, coats, robes, raincoats, parkas, ponchos, sneakers, gloves, scarves, snow suits, mittens, aprons, down jackets, leather jackets, shorts, sweatpants, jeans, pants, [knickers,] socks, underwear, bathing suits and leg warmers]]. FIRST USE: 19630900. FIRST USE IN COMMERCE: 19630900

Mark**Drawing Code**

(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

**Design Search
Code**

090525

**Serial
Number**

74300709

Filing Date

August 3, 1992

Current Filing

Basis 1A
Original Filing Basis 1A
Published for Opposition April 12, 1994
Registration Number 1850663
Registration Date August 23, 1994
Owner (REGISTRANT) Green Bay Packers, Inc. CORPORATION WISCONSIN 1265 Lombardi Avenue Green Bay WISCONSIN 54303
Attorney of Record DAVID M. PROPER
Prior Registrations 1107558
Description of Mark The drawing depicting the "G". The design mark lined for the colors green and yellow.
Type of Mark TRADEMARK
Register PRINCIPAL
Affidavit Text SECT 15. SECT 8 (6-YR).
Live/Dead Indicator LIVE

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OR

[Jump](#)to record: **Record 69 out of 81**[Check Status](#)*(TARR contains current status, correspondence address and attorney of record for this mark. Use the "Back" button of the Internet Browser to return to TESS)***Word Mark** M**Goods and Services**

IC 041. US 107. G & S: Entertainment-Namely, Conducting Collegiate Athletic Exhibitions and Games. FIRST USE: 19740000. FIRST USE IN COMMERCE: 19740000

IC 028. US 022 050. G & S: Flying Disc Toys, Basketballs, Foam Basketballs, Stuffed Toy Animals, Dolls, Golf Bags, Head Covers, Golf Balls, Holiday Ornaments and Stockings. FIRST USE: 19791100. FIRST USE IN COMMERCE: 19791100

IC 027. US 042 050. G & S: Floor Mats, Rugs, and Wall Hangings (Non-Textile). FIRST USE: 19810200. FIRST USE IN COMMERCE: 19810200

IC 026. US 040. G & S: Charms, Tie Tacks, Pins, Broaches and Belt Buckles of Non-Precious Metal; Embroidered Emblems and Patches. FIRST USE: 19790400. FIRST USE IN COMMERCE: 19790400

IC 025. US 039. G & S: Aprons, Adult and Children's Jackets and Vests, Men's Shirts, Sportshirts, Ties, Night Shirts, Ladies' Tops, Adult and Children's Jerseys, Caps, Sport Caps, Visor Caps, Ski Caps, Scarves, Silk Scarves, Sweaters, Ponchos, Gloves, Mittens, Golf Sweaters, Ladies' and Men's and Children's T-Shirts, Baseball Shirts, Football Style Jerseys, Ladies' and Men's Shorts, Socks, Adult and Children's Warm-Up Suits,

Baby Sleepers, Baby Shirts, Western Hats, Tennis Hats, Wristbands, and Sweatbands.
FIRST USE: 19790900. FIRST USE IN COMMERCE: 19790900

IC 014. US 027 028. G & S: Clocks, Watches, Necklaces, Bracelets, and Rings. FIRST
USE: 19790400. FIRST USE IN COMMERCE: 19790400

IC 016. US 002 022 037 038. G & S: Playing Cards, Greeting Cards, Prints, Pens,
Pencils, Letter Openers, Decals, Bumper Stickers, Memo Pads, Pencil Holders, and
Calendars. FIRST USE: 19740800. FIRST USE IN COMMERCE: 19740800

Mark
Drawing (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Code
Design
Search Code 030109 030902 030925
Serial
Number 73390898
Filing Date September 28, 1982
Current
Filing Basis 1A
Original
Filing Basis 1A
Published for
Opposition December 25, 1984
Registration
Number 1323109
Registration
Date March 5, 1985
Owner (REGISTRANT) Regents of The **University of Michigan**; The CORPORATION
MICHIGAN 503 Thompson St. Ann Arbor MICHIGAN 48109
Attorney of
Record B. C. Foussianes
Type of Mark TRADEMARK. SERVICE MARK
Register PRINCIPAL
Affidavit
Text SECT 15. SECT 8 (6-YR).
Live/Dead
Indicator LIVE

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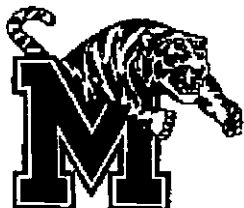
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**Word Mark** M**Goods and Services**

IC 016. US 038. G & S: printed materials, namely college level course books, stationery, printed sports and artistic series programs, posters, campus and alumni newspapers. FIRST USE: 19930401. FIRST USE IN COMMERCE: 19930401

IC 025. US 039. G & S: clothing, namely hats, T-shirts, sweatshirts, shorts, jackets, pants, sweaters. FIRST USE: 19930401. FIRST USE IN COMMERCE: 19930401

IC 041. US 107. G & S: educational services, namely providing courses of instruction at the university level; organizing and conducting university level sports event, arranging and conducting artistic events in the nature of musical concerts, art exhibitions, dance, theater. FIRST USE: 19930401. FIRST USE IN COMMERCE: 19930401

Mark**Drawing Code**

(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design Search Code

030103

Serial Number 74451501**Filing Date** October 27, 1993**Current Filing Basis** 1A**Original Filing** 1A

Basis**Published for
Opposition** November 8, 1994**Registration
Number** 1876593**Registration
Date** January 31, 1995**Owner** (REGISTRANT) Tennessee Board of Regents, Memphis State University
GOVERNING BODY TENNESSEE Office of Administrative and Business Services
Administration Building, Room 371 Memphis TENNESSEE 38152(LAST LISTED OWNER) TENNESSEE BOARD OF REGENTS, UNIVERSITY OF
MEMPHIS STATE EDUCATIONAL INSTITUTION BY CHANGE OF NAME
TENNESSEE 371 ADMINISTRATION BLDG MEMPHIS TENNESSEE 381523370**Assignment
Recorded** ASSIGNMENT RECORDED**Type of Mark** TRADEMARK. SERVICE MARK**Register** PRINCIPAL**Affidavit Text** SECT 15. SECT 8 (6-YR).**Live/Dead
Indicator** LIVE[PTO HOME](#)[TRADEMARK](#)[TESS HOME](#)[NEW USER](#)[STRUCTURED](#)[FREE FORM](#)[BROWSE DICT](#)[TOP](#)[HELP](#)[HOME](#) | [INDEX](#) | [SEARCH](#) | [SYSTEM ALERTS](#) | [BUSINESS CENTER](#) | [NEWS&NOTICES](#) |
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Record 1 out of 1**Check Status***(TARR contains current status, correspondence address and attorney of record for this mark. Use the "Back" button of the Internet Browser to return to TESS)***Word Mark**

MSU

Goods and Services

(CANCELLED) IC 006. US 002 012 013 014 023 025 050. G & S: [COWBELLS MADE OF METAL]. FIRST USE: 19860801. FIRST USE IN COMMERCE: 19860801

IC 021. US 052. G & S: DRINKING GLASSES. FIRST USE: 19860801. FIRST USE IN COMMERCE: 19860801

IC 025. US 022 039. G & S: T-SHIRTS, SWEATSHIRTS, SWEATPANTS, SWEATERS, JACKETS, SOCKS, AND POLY/SILK NECKTIES. FIRST USE: 19860801. FIRST USE IN COMMERCE: 19860801

(CANCELLED) IC 024. US 042 050. G & S: [FLAGS MADE OF CLOTH]. FIRST USE: 19860801. FIRST USE IN COMMERCE: 19860801

(CANCELLED) IC 018. US 001 002 003 022 041. G & S: [UMBRELLAS, AND TRAVEL BAGS]. FIRST USE: 19860801. FIRST USE IN COMMERCE: 19860801

IC 016. US 022 037 038. G & S: DECALS, PEEL OFF LABELS, POSTERS, AND BALLPOINT PENS. FIRST USE: 19860801. FIRST USE IN COMMERCE: 19860801

(CANCELLED) IC 020. US 002 013 022 025 032 050. G & S: [VINYL COVERED STADIUM CUSHIONS]. FIRST USE: 19860801. FIRST USE IN COMMERCE: 19860801

Mark Drawing Code	(5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM
Serial Number	73768625
Filing Date	December 9, 1988
Current Filing Basis	1A
Original Filing Basis	1A
Published for Opposition	January 16, 1990
Change In Registration	CHANGE IN REGISTRATION HAS OCCURRED
Registration Number	1590480
Registration Date	April 10, 1990
Owner	(REGISTRANT) MISSISSIPPI STATE UNIVERSITY CORPORATION MISSISSIPPI P.O. BOX 6171 MISSISSIPPI STATE MISSISSIPPI 39762
Type of Mark Register	TRADEMARK PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). PARTIAL SECTION 8(10-YR) 20001214.
Renewal	1ST RENEWAL 20001214
Live/Dead Indicator	LIVE

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MSU

Word Mark MSU

Goods and Services IC 025. US 039. G & S: T-Shirts, Jerseys, Shorts, Jackets, Jogging Suits, Scarves, Gloves, Hats, Shoes, Painters Hats, Baseball Hats, [10 Gallon Felt Hats,] Sweaters, [Swimming Suits,] Hooded Jackets, Sweatshirts, Sweatbands, Children's Wear- Namely, Baby Bibs, and Knitted Booties, Hosiery and Socks. FIRST USE: 19550000. FIRST USE IN COMMERCE: 19550000

Mark Drawing Code (5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM

Serial Number 73468258**Filing Date** March 5, 1984**Current Filing Basis** 1A**Original Filing Basis** 1A**Published for Opposition** January 8, 1985**Registration Number** 1326001**Registration Date** March 19, 1985

Owner (REGISTRANT) Board of Trustees of Michigan State University CORPORATION
MICHIGAN East Lansing MICHIGAN 48824

**Attorney of
Record** Basil C. Foussianes
Type of Mark TRADEMARK
Register PRINCIPAL
Affidavit Text SECT 15. SECT 8 (6-YR).
**Live/Dead
Indicator** LIVE

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Record 1 out of 1**Check Status**

(TARR contains current status, correspondence address and attorney of record for this mark. Use the "Back" button of the Internet Browser to return to TESS)

**Word Mark** N

Goods and Services (CANCELLED) IC 041. US 107. G & S: EDUCATIONAL SERVICES, NAMELY CONDUCTING COURSES OF INSTRUCTION, LECTURES AND SEMINARS AT THE COLLEGE, GRADUATE AND DOCTORAL LEVELS. FIRST USE: 19860900. FIRST USE IN COMMERCE: 19860900

Mark Drawing Code (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design Search Code 261313 261321 270301

Serial Number 73820151

Filing Date August 16, 1989

Current Filing Basis 1A

Original Filing Basis 1A

Published for Opposition September 25, 1990

Registration Number 1628671

Registration Date December 18, 1990

Owner (REGISTRANT) NORTHEASTERN UNIVERSITY CORPORATION
MASSACHUSETTS 115 CHURCHILL HALL BOSTON MASSACHUSETTS
02115

**Attorney of
Record** STANLEY M. SCHURGIN

Type of Mark SERVICE MARK

Register PRINCIPAL

Affidavit Text SECT 15. SECT 8 (6-YR).

**Live/Dead
Indicator** DEAD

**Cancellation
Date** December 29, 2001

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Word Mark

N

Goods and Services

IC 024. US 042 050. G & S: Pennants, Flags, and Blankets. FIRST USE: 19810531. FIRST USE IN COMMERCE: 19810531

IC 021. US 002 013 030 033. G & S: Mugs, Vases, Glass Beverageware and Coasters. FIRST USE: 19810901. FIRST USE IN COMMERCE: 19810901

IC 025. US 039. G & S: Clothing-Namely, Jackets, Shirts, Caps, Hats, Belts, Shorts, T-Shirts, Gym Shorts, Sweatshirts, Sweatsuits and Visors. FIRST USE: 19810901. FIRST USE IN COMMERCE: 19810901

IC 016. US 032 037 038. G & S: Bookends, Writing Paper, Note Books, Decals and Letter Openers. FIRST USE: 19810821. FIRST USE IN COMMERCE: 19810821

Mark Drawing Code

(5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM

Serial Number

73487887

Filing Date

July 2, 1984

Current Filing Basis

1A

Original Filing Basis

1A

Published for

January 8, 1985

Opposition**Registration
Number** 1325782**Registration
Date** March 19, 1985**Owner** (REGISTRANT) Northwestern University non-profit corporation ILLINOIS 633
Clark St. Evanston ILLINOIS 60201**Attorney of
Record** GERALD T. SHERLETON**Type of Mark** TRADEMARK**Register** PRINCIPAL**Affidavit Text** SECT 15. SECT 8 (6-YR).**Live/Dead
Indicator** LIVE

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N**Word Mark** N

Goods and Services IC 025. US 022 039. G & S: clothing, namely, caps, jackets, shirts, sweat pants, sweat shirts, T-shirts, infantwear, and athletic uniforms. FIRST USE: 19120500. FIRST USE IN COMMERCE: 19120500

IC 041. US 100 101 107. G & S: education and entertainment services, namely, providing courses of instruction at the university level; educational research; arranging and conducting athletic events and tournaments, exhibitions, conferences, live performances and festivals. FIRST USE: 19120500. FIRST USE IN COMMERCE: 19120500

Mark Drawing Code (5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM

Serial Number 75169600

Filing Date September 20, 1996

Current Filing Basis 1A

Original Filing Basis 1A

Published for Opposition April 29, 1997

Registration Number 2081720

Registration Date July 22, 1997
Owner (REGISTRANT) Board of Regents of the University of Nebraska CORPORATION
NEBRASKA c/o Director of Athletics University of Nebraska-Lincoln 103 South
Stadium Lincoln NEBRASKA 685880122
Type of Mark TRADEMARK. SERVICE MARK
Register PRINCIPAL
Affidavit Text SECT 15. SECT 8 (6-YR).
Live/Dead Indicator LIVE

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Typed Drawing

Word Mark	NY
Goods and Services	IC 025. US 039. G & S: clothing; namely, shirts and uniform jerseys. FIRST USE: 19030000. FIRST USE IN COMMERCE: 19030000
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	74294048
Filing Date	July 14, 1992
Current Filing Basis	1A
Original Filing Basis	1A
Published for Opposition	March 16, 1993
Registration Number	1898998
Registration Date	June 13, 1995
Owner	(REGISTRANT) New York Yankees Partnership composed of GEORGE M STEINBRENNER III, HAROLD Z. STEINBRENNER AND STEPHEN A SWINDAL, US CITIZENS AND GENERAL PARTNERS LIMITED PARTNERSHIP OHIO Executive Offices Yankee Stadium Bronx NEW YORK 10451
Attorney of Record	MARY LKEVLIN
Prior Registrations	1076665;1182757;1564580

Type of Mark TRADEMARK
Register PRINCIPAL-2(F)
Affidavit Text SECT 15. SECT 8 (6-YR).
Live/Dead Indicator LIVE

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**Word Mark** NY**Goods and
Services**

(CANCELLED) IC 009. US 021 023 026 036 038. G & S: [Battery Operated Radios]. FIRST USE: 19760600. FIRST USE IN COMMERCE: 19760600

IC 011. US 021. G & S: Baseball Helmet Lamps. FIRST USE: 19740100. FIRST USE IN COMMERCE: 19740100

IC 014. US 028. G & S: Novelty Pins in the Nature of Jewelry. FIRST USE: 19780500. FIRST USE IN COMMERCE: 19780500

IC 016. US 038. G & S: Stickers, Decals and Posters. FIRST USE: 19770200. FIRST USE IN COMMERCE: 19770200

IC 025. US 039. G & S: Simulated Uniform Tops, T-Shirts, Visors and Baseball Caps. FIRST USE: 19690000. FIRST USE IN COMMERCE: 19690000

IC 026. US 037 039 040 042 050. G & S: Cloth Patches, [Needlepoint Kits Consisting Essentially of Needles, Matting and Yarn]. FIRST USE: 19740200. FIRST USE IN COMMERCE: 19740200

IC 028. US 022 023 038 050. G & S: Plastic Batting Helmets and Toys-Namely, Miniature Batting Helmet Replica, Banks, Bullpen Buggies, [Caps and Bats Kit Consisting of Bats and Batting Helmets, and Cap Replica with Pencil Sharpener].

FIRST USE: 19600000. FIRST USE IN COMMERCE: 19600000

Mark Drawing Code (5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM

Serial Number 73222037

Filing Date July 2, 1979

Current Filing Basis 1A

Original Filing Basis 1A

Published for Opposition September 29, 1981

Change In Registration CHANGE IN REGISTRATION HAS OCCURRED

Registration Number 1182757

Registration Date December 22, 1981

Owner (REGISTRANT) NEW YORK YANKEES PARTNERSHIP COMPOSED OF GEORGE M. STEINBRENNER, III, A U.S. CITIZEN LIMITED PARTNERSHIP OHIO EXECUTIVE OFFICES YANKEE STADIUM BRONX NEW YORK 10451

Prior Registrations 1076665

Type of Mark TRADEMARK

Register PRINCIPAL

Affidavit Text SECT 15. SECT 8 (6-YR). PARTIAL SECTION 8(10-YR) 20020214.

Renewal 1ST RENEWAL 20020214

Live/Dead Indicator LIVE

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Record 1 out of 1[Check Status](#)*(TARR contains current status, correspondence address and attorney of record for this mark. Use the "Back" button of the Internet Browser to return to TESS)***Word Mark** NY**Goods and
Services**

IC 024. US 042. G & S: FABRICS, NAMELY, TABLECLOTHS, BEDSPREADS AND SHEET SETS. FIRST USE: 19870000. FIRST USE IN COMMERCE: 19870000

IC 028. US 022. G & S: TOYS AND SPORTING GOODS, NAMELY, PLASTIC BATTING HELMETS. FIRST USE: 19870000. FIRST USE IN COMMERCE: 19870000

(EXPIRED) IC 011. US 013 021 023 031 034. G & S: [[[FLASHLIGHTS]]]. FIRST USE: 19870000. FIRST USE IN COMMERCE: 19870000

IC 014. US 027 028. G & S: WATCHES AND JEWELRY, NAMELY, BATTING HELMET WRISTWATCHES. FIRST USE: 19870000. FIRST USE IN COMMERCE: 19870000

IC 016. US 037 038. G & S: PAPER PRODUCTS AND PRINTED MATTER, NAMELY, LENTICULAR BASEBALL CARDS, BASEBALL CARDS, BASEBALL STICKER ALBUM COLLECTION AND PHOTOS OF BASEBALL PLAYERS. FIRST USE: 19720000. FIRST USE IN COMMERCE: 19720000

(CANCELLED) IC 021. US 002 013 023 029 030 033 040 050. G & S: [ORNAMENTAL NOVELTY ITEMS, NAMELY, DECORATIVE PLATES].

FIRST USE: 19870000. FIRST USE IN COMMERCE: 19870000

IC 006. US 013 025. G & S: NOVELTY ITEMS, NAMELY, KEY CHAINS. FIRST USE: 19860000. FIRST USE IN COMMERCE: 19860000

Mark Drawing Code (5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM
Serial Number 73744369
Filing Date August 5, 1988
Current Filing Basis 1A
Original Filing Basis 1A
Published for Opposition September 26, 1989
Change In Registration CHANGE IN REGISTRATION HAS OCCURRED
Registration Number 1571564
Registration Date December 19, 1989
Owner (REGISTRANT) STERLING DOUBLEDAY ENTERPRISES, L.P. COMPOSED OF GENERAL PARTNER METS PARTNERS, INC., A NEW YORK CORPORATION
GENERAL PARTNER METS PARTNERS, INC., A NEW YORK CORPORATION
COMPOSED OF GENERAL PARTNER METS PARTNERS, INC., A NEW YORK CORPORATION
LIMITED PARTNERSHIP DELAWARE SHEA STADIUM 123-01 ROOSEVELT AVENUE FLUSHING NEW YORK 11368
Assignment Recorded ASSIGNMENT RECORDED
Attorney of Record DAVID STERNBACH
Prior Registrations 1261773
Type of Mark TRADEMARK
Register PRINCIPAL
Affidavit Text SECT 15. PARTIAL SECT 8 (6-YR). SECTION 8(10-YR) 20000707.
Renewal 1ST RENEWAL 20000707
Live/Dead Indicator LIVE

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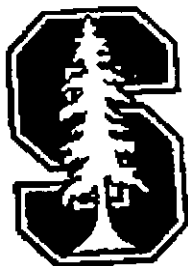
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**Word Mark****S****Goods and Services**

IC 028. US 022 023 038 050. G & S: SPORTING GOODS, NAMELY TENNIS BALLS, GOLF BALLS, FOOTBALLS, AND FLYING DISCS. FIRST USE: 19790900. FIRST USE IN COMMERCE: 19791000

IC 016. US 002 005 022 023 029 037 038 050. G & S: PAPER GOODS; NAMELY, WRITING PAPER AND ENVELOPES, PENS, PEN SETS, DESK SETS, CALENDARS, BINDERS, NOTEBOOKS, PENCILS, PAPER NAPKINS, LETTER OPENERS AND PHOTO ALBUMS. FIRST USE: 19790900. FIRST USE IN COMMERCE: 19791000

IC 025. US 022 039. G & S: CLOTHING, NAMELY SWEATERS, T-SHIRTS, SWEATSHIRTS, ROBES, HATS, SOCKS, TIES, JERSEYS, RUNNING SUITS, JACKETS, SHORTS, PONCHOS AND PANTS. FIRST USE: 19790900. FIRST USE IN COMMERCE: 19791000

IC 041. US 100 101 107. G & S: EDUCATIONAL SERVICES, NAMELY, PROVIDING COURSES OF INSTRUCTION AT THE UNIVERSITY LEVEL. FIRST USE: 19790900. FIRST USE IN COMMERCE: 19791000

IC 014. US 002 027 028 050. G & S: JEWELRY. FIRST USE: 19790900. FIRST USE IN COMMERCE: 19791000

Mark Drawing

(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Code**Design Search
Code** 050101**Serial Number** 73717848**Filing Date** March 21, 1988**Current Filing
Basis** 1A**Original Filing
Basis** 1A**Published for
Opposition** March 21, 1989**Registration
Number** 1543453**Registration
Date** June 13, 1989**Owner** (REGISTRANT) BOARD OF TRUSTEES OF THE LELAND STANFORD JUNIOR
UNIVERSITY, THE BODY CORPORATE CALIFORNIA STANFORD
CALIFORNIA 94305**Attorney of
Record** ALDO J. TEST**Prior
Registrations** 1219912**Type of Mark** TRADEMARK. SERVICE MARK**Register** PRINCIPAL**Affidavit Text** SECT 15. SECT 8 (6-YR).**Live/Dead
Indicator** LIVE

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Word Mark	S
Goods and Services	IC 025. US 022 039. G & S: CLOTHING, NAMELY, SHORTS, JACKETS AND HATS. FIRST USE: 19950104. FIRST USE IN COMMERCE: 19950104
Mark Drawing Code	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design Search Code	090102 210301
Serial Number	75411980
Filing Date	December 29, 1997
Current Filing Basis	1A
Original Filing Basis	1A
Published for Opposition	February 1, 2000
Registration Number	2344414
Registration Date	April 25, 2000
Owner	(REGISTRANT) Syracuse University NOT-FOR-PROFIT CORPORATION NEW YORK 206 Steele Hall Syracuse NEW YORK 132441120
Attorney of	ROBERT P LANE JR

Record**Type of Mark** TRADEMARK**Register** PRINCIPAL**Live/Dead
Indicator** LIVE

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Word Mark S

Goods and Services IC 025. US 022 039. G & S: Clothing, namely, baseball caps, wool caps, T-shirts, sweatshirts, shorts, sweatpants, denim shirts and polo shirts. FIRST USE: 19800101. FIRST USE IN COMMERCE: 19800101

IC 041. US 100 101 107. G & S: Educational services, namely, providing courses of instruction and continuing education at the college and graduate level and conducting summer camps and workshops for youth in the fields of athletics, music, and fine arts and crafts; entertainment services in the nature of collegiate sporting events and competitions and conducting music concerts and arts festivals. FIRST USE: 19800101. FIRST USE IN COMMERCE: 19800101

Mark Drawing Code (5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM

Serial Number 75416800

Filing Date January 12, 1998

Current Filing Basis 1A

Original Filing Basis 1A

Published for June 1, 1999

Opposition**Registration
Number** 2271684**Registration
Date** August 24, 1999**Owner** (REGISTRANT) Michigan State University CONSTITUTIONAL CORPORATION
MICHIGAN 450 Administration Bldg. East Lansing MICHIGAN 48824**Type of Mark** TRADEMARK. SERVICE MARK**Register** PRINCIPAL**Live/Dead
Indicator** LIVE[PTO HOME](#)[TRADEMARK](#)[TESS HOME](#)[NEW USER](#)[STRUCTURED](#)[FREE FORM](#)[BROWSE DICT](#)[TOP](#)[HELP](#)[HOME](#) | [INDEX](#) | [SEARCH](#) | [SYSTEM ALERTS](#) | [BUSINESS CENTER](#) | [NEWS&NOTICES](#) |
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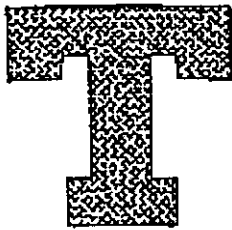
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Word Mark	T
Goods and Services	IC 025. US 039. G & S: COLLEGE IMPRINTED CLOTHING, NAMELY - CAPS. FIRST USE: 19810000. FIRST USE IN COMMERCE: 19810000
Mark Drawing Code	(5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM
Serial Number	73637285
Filing Date	December 29, 1986
Current Filing Basis	1A
Original Filing Basis	1A
Published for Opposition	June 16, 1987
Registration Number	1456593
Registration Date	September 8, 1987
Owner	(REGISTRANT) BOARD OF REGENTS, THE UNIVERSITY OF TEXAS SYSTEM STATE AGENCY TEXAS 201 WEST 7TH STREET AUSTIN TEXAS 78701
Attorney of Record	Richard J. Groos

Prior Registrations	1237720
Description of Mark	THE DRAWING IS LINED FOR THE COLOR ORANGE, BUT COLOR IS NOT CLAIMED AS A FEATURE OF THE MARK.
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR).
Live/Dead Indicator	LIVE

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(TARR contains current status, correspondence address and attorney of record for this mark. Use the "Back" button of the Internet Browser to return to TESS)

**Word Mark**

T

Goods and Services

IC 025. US 039. G & S: HATS, TIES AND T-SHIRTS. FIRST USE: 19830500.
FIRST USE IN COMMERCE: 19830500

IC 021. US 002 033. G & S: BEER STEINS, CERAMIC COFFEE CUPS AND
SHOT GLASSES. FIRST USE: 19830500. FIRST USE IN COMMERCE: 19830500

IC 018. US 003 041. G & S: UMBRELLAS, BACK PACKS, TOTE BAGS, GYM
BAGS AND BRIEFCASES TYPE PORTFOLIOS. FIRST USE: 19830500. FIRST
USE IN COMMERCE: 19830500

IC 016. US 023 037 038. G & S: NOTEBOOKS, FILLER PAPER, INK PENS,
DECALS, STAPLERS AND STATIONERY-TYPE PORTFOLIOS. FIRST USE:
19830500. FIRST USE IN COMMERCE: 19830500

IC 041. US 107. G & S: EDUCATIONAL SERVICES AND ENTERTAINMENT
SERVICES, NAMELY COLLEGE SPORTING EVENTS. FIRST USE: 19830000.
FIRST USE IN COMMERCE: 19830000

Mark Drawing Code

(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design Search Code

261101

Serial Number

73701102

Filing Date December 14, 1987
Current Filing Basis 1A
Original Filing Basis 1A
Published for Opposition May 10, 1988
Registration Number 1498615
Registration Date August 2, 1988
Owner (REGISTRANT) TEMPLE UNIVERSITY-OF THE COMMONWEALTH SYSTEM OF HIGHER EDUCATION CORPORATION PENNSYLVANIA BROAD STREET AND MONTGOMERY AVENUE PHILADELPHIA PENNSYLVANIA 19122
Attorney of Record HARRIET M. SINTON
Type of Mark TRADEMARK. SERVICE MARK
Register PRINCIPAL
Affidavit Text SECT 15. SECT 8 (6-YR).
Live/Dead Indicator LIVE

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Record 1 out of 1**Check Status***(TARR contains current status, correspondence address and attorney of record for this mark. Use the "Back" button of the Internet Browser to return to TESS)***Word Mark** V**Goods and Services**

(CANCELLED) IC 041. US 100 101 107. G & S: [EDUCATIONAL AND ENTERTAINMENT SERVICES - NAMELY, CONDUCTING COURSES AT THE UNIVERSITY LEVEL, AND ORGANIZING AND CONDUCTING SPORTS COMPETITIONS AND EVENTS]. FIRST USE: 19870800. FIRST USE IN COMMERCE: 19870800

IC 025. US 039. G & S: ATHLETIC AND CASUAL WEAR, NAMELY, CAPS, T-SHIRTS, GOLF SHIRTS, SWEATERS, SWEAT SHIRTS, SWEAT PANTS, SOCKS, BOXER SHORTS, AND JACKETS. FIRST USE: 19790200. FIRST USE IN COMMERCE: 19700200

(CANCELLED) IC 014. US 002 027 028 050. G & S: [JEWELRY]. FIRST USE: 19870800. FIRST USE IN COMMERCE: 19870800

Mark**Drawing Code**

(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design Search Code

010103

Serial Number 73839452**Filing Date** November 15, 1989**Current Filing Basis** 1A

Original Filing Basis 1A

Published for Opposition February 12, 1991

Change In Registration CHANGE IN REGISTRATION HAS OCCURRED

Registration Number 1643548

Registration Date May 7, 1991

Owner (REGISTRANT) VANDERBILT UNIVERSITY, THE CORPORATION
TENNESSEE 3925 VIRGINIA AVE CINCINNATI OHIO 45227

Attorney of Record ANTHONY B. ASKEW

Type of Mark TRADEMARK. SERVICE MARK

Register PRINCIPAL

Affidavit Text SECT 15. SECT 8 (6-YR). PARTIAL SECTION 8(10-YR) 20011115.

Renewal 1ST RENEWAL 20011115

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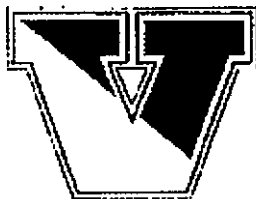
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**Word Mark** V

Goods and Services IC 025. US 022 039. G & S: clothing, namely T-shirts, jerseys, shorts, sweatshirts, sweat pants, hats, caps, scarves, socks, warm-up shirts, warm-up pants, jackets, sleepwear, infant, play suits, and polo shirts. FIRST USE: 19941028. FIRST USE IN COMMERCE: 19941028

Mark Drawing Code (5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM

Serial Number 74590818

Filing Date October 26, 1994

Current Filing Basis 1A

Original Filing Basis 1B

Published for Opposition August 15, 1995

Registration Number 2142976

Registration Date March 10, 1998

Owner (REGISTRANT) VILLANOVA UNIVERSITY IN THE STATE OF PENNSYLVANIA NON-PROFIT-CORPORATION PENNSYLVANIA 800 Lancaster Avenue Villanova PENNSYLVANIA 19085

**Attorney of
Record** Robert A. Koons, Jr.
Type of Mark TRADEMARK
Register PRINCIPAL
**Live/Dead
Indicator** LIVE

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Record 1 out of 1**Check Status***(TARR contains current status, correspondence address and attorney of record for this mark. Use the "Back" button of the Internet Browser to return to TESS)***Word Mark** V

Goods and Services IC 041. US 107. G & S: educational and entertainment services; namely, providing courses of instruction at the college level, offering sports exhibitions, and producing radio and television programs. FIRST USE: 19470000. FIRST USE IN COMMERCE: 19470000

Mark Drawing Code (5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM

Serial Number 74135033

Filing Date January 31, 1991

Current Filing Basis 1A

Original Filing Basis 1A

Published for Opposition October 1, 1991

Registration Number 1690568

Registration Date June 2, 1992

Owner (REGISTRANT) Rector and Visitors of the University of Virginia CORPORATION
VIRGINIA University of Virginia Charlottesville VIRGINIA 22901

Type of Mark SERVICE MARK
Register PRINCIPAL
Affidavit Text SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20020823.
Renewal 1ST RENEWAL 20020823
Live/Dead Indicator LIVE

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Word Mark	W
Goods and Services	IC 025. US 039. G & S: CLOTHING, NAMELY, T-SHIRTS, SWEATERS, JACKETS, SWEAT SHIRTS, PANTS, SHORTS AND CAPS. FIRST USE: 19260000. FIRST USE IN COMMERCE: 19260000
Mark Drawing Code	(5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM
Serial Number	73833903
Filing Date	October 26, 1989
Current Filing Basis	1A
Original Filing Basis	1A
Published for Opposition	June 12, 1990
Registration Number	1640561
Registration Date	April 9, 1991
Owner	(REGISTRANT) UNIVERSITY OF WASHINGTON STATE AGENCY WASHINGTON 4014 UNIVERSITY WAY N.E. SEATTLE WASHINGTON 98105

Attorney of Record JAMES R. UHLIR
Type of Mark TRADEMARK
Register PRINCIPAL
Affidavit Text SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20010609.
Renewal 1ST RENEWAL 20010609
Live/Dead Indicator LIVE

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W

Goods and Services

IC 025. US 022 039. G & S: clothing, namely, shirts, T-shirts, sweatshirts, pants, sweatpants, shorts, sweaters, jackets, scarves, socks, hats and caps. FIRST USE: 19910000. FIRST USE IN COMMERCE: 19910000

Mark Drawing Code

(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design Search Code

240103

Serial Number

75367136

Filing Date

October 1, 1997

Current Filing Basis

1A

Original Filing Basis

1A

Published for Opposition

August 25, 1998

Registration Number

2203944

Registration Date

November 17, 1998

Owner

(REGISTRANT) Board of Regents of the University of Wisconsin System

CORPORATION WISCONSIN 361 Bascom Hall 500 Lincoln Drive Madison
WISCONSIN 537061380

Type of Mark TRADEMARK
Register PRINCIPAL
**Live/Dead
Indicator** LIVE

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Record 1 out of 1**Check Status***(TARR contains current status, correspondence address and attorney of record for this mark. Use the "Back" button of the Internet Browser to return to TESS)***Word Mark****W****Goods and Services**

(CANCELLED) IC 016. US 002 005 022 023 029 037 038 050. G & S: paper products and printed materials, namely, alumni magazines, sports programs, notebooks, binders, notepads, envelopes, printed invitations, and posters. FIRST USE: 19950200. FIRST USE IN COMMERCE: 19950200

(CANCELLED) IC 021. US 002 013 023 029 030 033 040 050. G & S: glassware, earthenware, porcelain and ceramics, namely beverage ware, mugs, and decorative and commemorative plates. FIRST USE: 19950200. FIRST USE IN COMMERCE: 19950200

IC 025. US 022 039. G & S: clothing, namely shirts, T-shirts, sweatshirts, pants, sweat pants, shorts, sweaters, jackets, scarves, socks, hats and caps. FIRST USE: 19950200. FIRST USE IN COMMERCE: 19950200

(CANCELLED) IC 041. US 100 101 107. G & S: entertainment services, namely, arranging and conducting intercollegiate athletic events. FIRST USE: 19950200. FIRST USE IN COMMERCE: 19950200

Mark Drawing Code

(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design Search Code

030116

Serial Number

74600744

Filing Date November 16, 1994
Current Filing Basis 1A
Original Filing Basis 1B
Published for Opposition October 3, 1995
Change In Registration CHANGE IN REGISTRATION HAS OCCURRED
Registration Number 2048140
Registration Date March 25, 1997
Owner (REGISTRANT) University of Washington STATE AGENCY WASHINGTON
4014 University Way N.E., HI-29 Seattle WASHINGTON 98195
Attorney of Record James R. Uhler
Prior Registrations 1640561;1725862;AND OTHERS
Type of Mark TRADEMARK. SERVICE MARK
Register PRINCIPAL
Affidavit Text SECT 15. PARTIAL SECT 8 (6-YR).
Live/Dead Indicator LIVE

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Record 1 out of 1**Check Status**

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**Word Mark** W

Goods and Services IC 041. US 107. G & S: educational services; namely, providing instructional courses at the college level and entertainment services; namely, theatrical productions and sporting events produced solely in connection with applicant's entertainment and sporting events. FIRST USE: 19870700. FIRST USE IN COMMERCE: 19870700

Mark Drawing Code (5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM

Serial Number 74375157**Filing Date** April 5, 1993**Current Filing Basis** 1A**Original Filing Basis** 1A**Published for Opposition** October 5, 1993**Registration Number** 1847038**Registration Date** July 26, 1994

Owner (REGISTRANT) WILKES UNIVERSITY CORPORATION PENNSYLVANIA 170
South Franklin Street Wilkes-Barre PENNSYLVANIA 18766

Attorney of Record MaryJo Kishel
Description of Mark The mark consists of a stylized depiction of the letter "W".
Type of Mark SERVICE MARK
Register PRINCIPAL
Affidavit Text SECT 15. SECT 8 (6-YR).
Live/Dead Indicator LIVE

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November 19, 2003



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Assistant Commissioner for Trademarks
2900 Crystal Drive
Arlington, Virginia 22202-3513

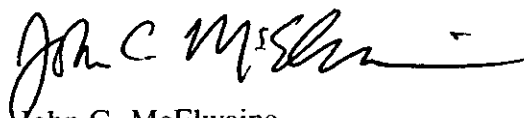
RE: University of Southern California v. University of South Carolina
Our File No.: 13524/01501

Dear Assistant Commissioner:

Please find enclosed the **Applicant's Response to Opposer's Motion for Summary Judgment** in the above-referenced matter. By copy of this letter we are serving the opposing counsel.

Thank you for your assistance in this matter.

Very truly yours,


John C. McElwaine

JCM:mmk
Enclosure

cc: Scott A. Edelman
Michael S. Adler